

# LIFE

A black and white photograph of a woman, the Countess of Dalkeith, sitting on a patterned sofa. She is wearing a long, dark, floor-length ball gown with a light-colored, possibly lace or beaded, bodice. She is also wearing long gloves and a pearl necklace. She is smiling and looking towards the right side of the frame. The background is dark and out of focus.

A MARINE HERO'S OWN PHOTOS  
OF KOREAN FIGHTING—IN COLOR

CORONATION FASHIONS:  
COUNTESS OF DALKEITH  
IN A BALL GOWN

20 CENTS

MARCH 30, 1953

REG. U. S. PAT. OFF.





*Look for this label... it identifies  
the finest wools in the world*



FORSTMANN WOOLEN COMPANY  
PASSAIC, N.J.







# AMAZING COFFEE



The only instant coffee with that **GOOD**



# EE DISCOVERY!

Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee, ready to burst instantly into that world-famous MAXWELL HOUSE FLAVOR!



*Utterly unlike old-style "instants" . . . just as quick but tastes so different!*

In the famous Maxwell House kitchens this roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed—leaving the miracle "Flavor Buds"!

**100% Pure Coffee—No Fillers Added!**  
You just add hot water . . . and the bursting "Flavor Buds" flood

your cup with the richest, most delicious coffee you've ever tasted. One sip and you'll never go back to old ways!

★ ★ ★  
**Economical—Saves You Money, Too!**  
The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

**How Miracle Flavor Buds "Come to Life" in Your Cup!**



**MAGNIFIED VIEW** of "Flavor Buds" shows how utterly different they are from old-style powders and grinds. Secret of true coffee flavor is locked in these tiny hollow spheres.



**THE INSTANT** you add hot water, "Flavor Buds" burst—releasing flood of delicious Maxwell House flavor. This is coffee—as perfect as any you've ever tasted!

*Reach for the jar with the stars on top!*

**TO-THE-LAST-DROP flavor!**



**100% PURE COFFEE!**

A Product of General Foods

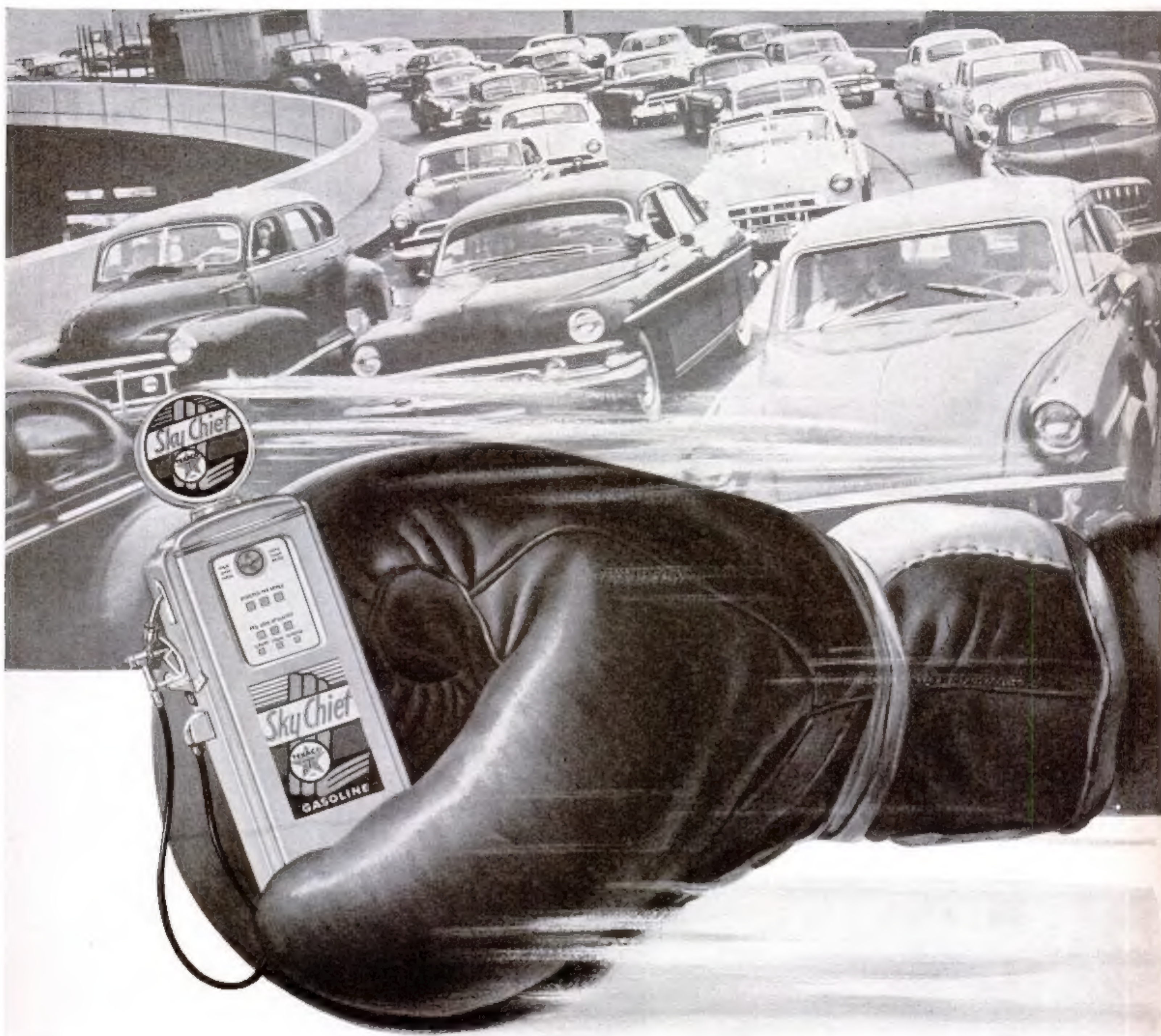
This One



L37N-XUT-UJ1N



# When the traffic is heavy...



## ***Sky Chief PACKS PUNCH!***



**Volatane Control** is the reason.

Volatane Control means volatility and octane in Sky Chief are controlled scientifically — to put maximum speed in your starts and warm-ups...maximum smoothness in traffic, on the straight-a-ways and up the hills. Fill your car with "punch" today. Fill up with Sky Chief at your Texaco Dealer — *the best friend your car ever had.*

...and don't forget the best motor oil your money can buy.



**THE TEXAS COMPANY**  
TEXACO DEALERS IN ALL 48 STATES

*Texaco Products are also distributed  
in Canada and Latin America*

TUNE IN: Tuesday nights on television, the Texaco Star Theater starring MILTON BERLE... Metropolitan Opera radio broadcasts Saturday afternoons. See newspaper for time and station.





# Telephone users benefit from new engineering triumph!

**Shown here** is part of a new process just developed by Western Electric engineers for producing one kind of telephone wire . . . the kind that connects your telephone to lines in the street. Now, for the first time, steel wire is coated with copper, lead and brass in one continuous operation on a mass production basis.

So what?

**Well,** the wire made this way is smaller, stronger, better . . . is less expensive both to produce and maintain. That's important when you consider that the Bell System uses over 300,000 miles of it in one year. It's a real saving, and another reason why the price of telephone service has gone up *so much less* than other things you buy.

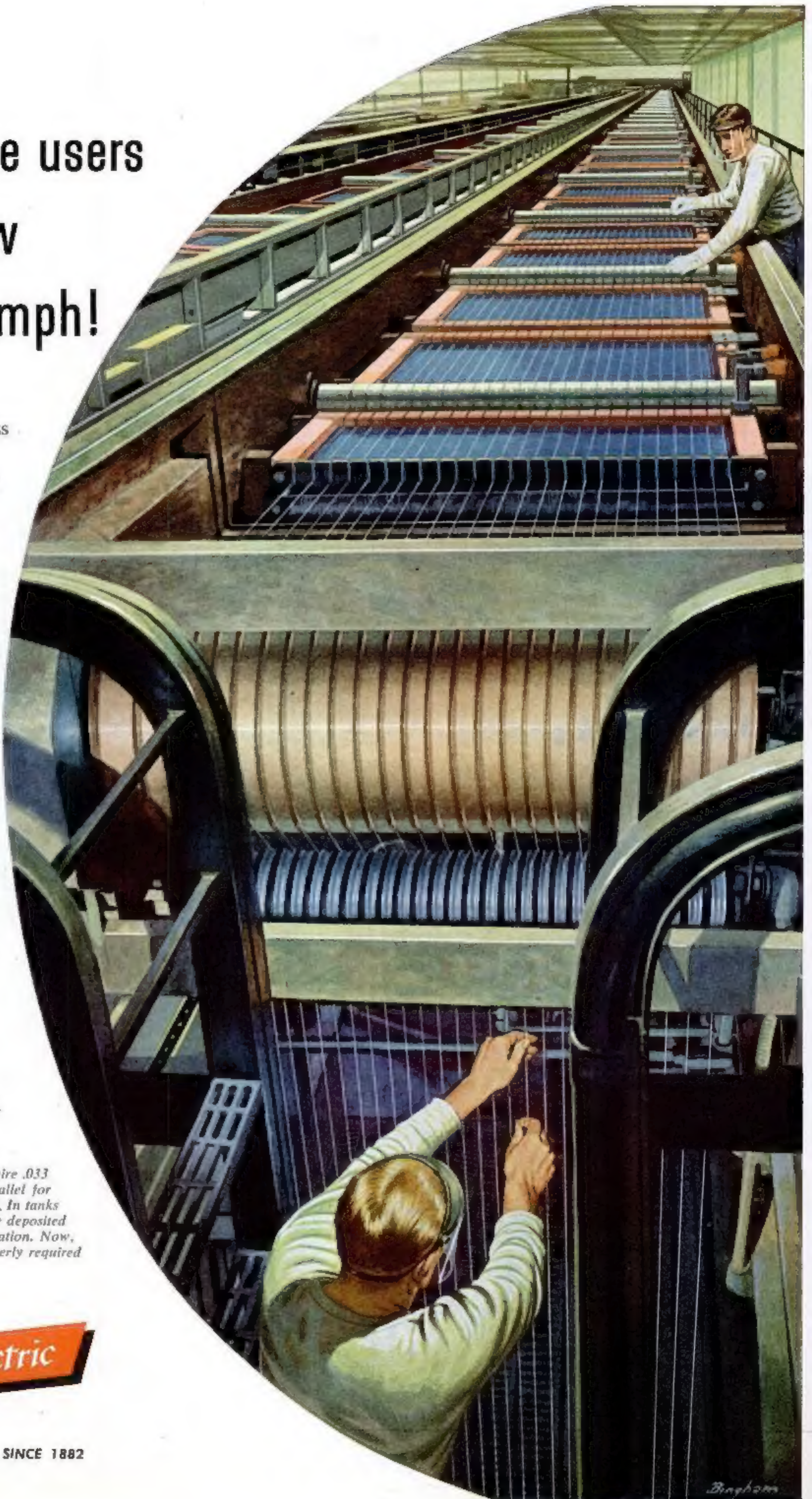
**Supplying** dependable telephone equipment at the lowest possible cost is our job in the Bell System. We've been at it now for over 70 years.

*Technically speaking, 25 strands of steel wire .033 inches in diameter travel together in parallel for 850 feet from supply spool to take-up reel. In tanks along the way, copper, lead and brass are deposited electrolytically in one uninterrupted operation. Now, machines like this can do a job that formerly required many separate operations.*

**Western Electric**



A UNIT OF THE BELL SYSTEM SINCE 1882





*The Supreme Screen Achievement of Our Time...*

COLUMBIA PICTURES presents

RITA  
HAYWORTH  
as SALOME

STEWART  
GRANGER  
as CLAUDIUS



# SALOME

COLOR BY *Technicolor*

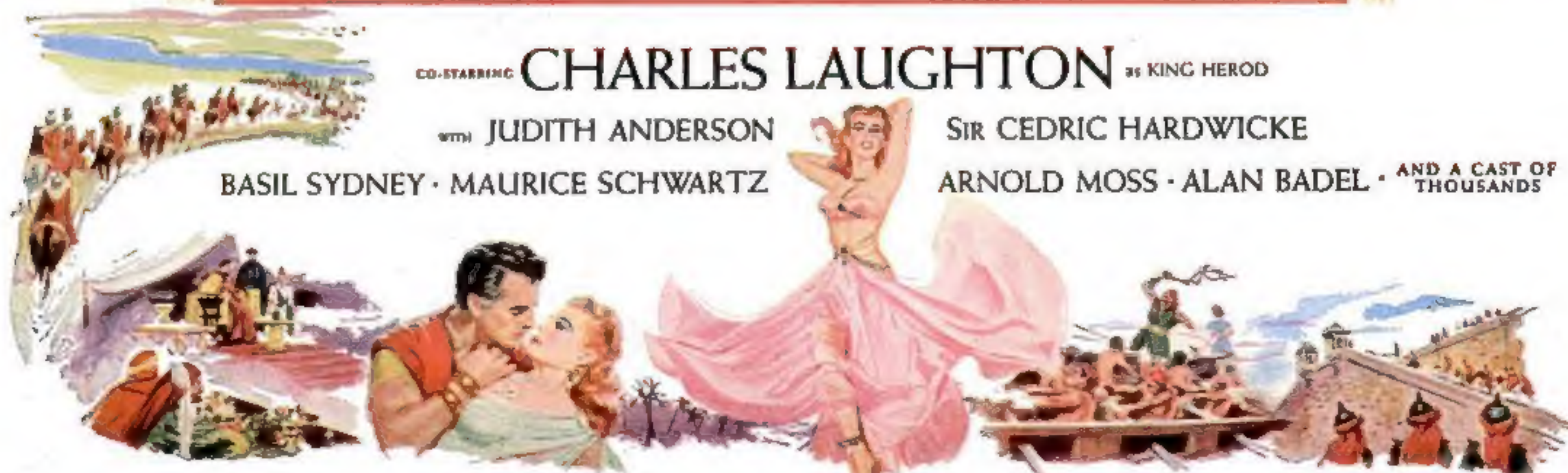
CO-STARRING CHARLES LAUGHTON as KING HEROD

WITH JUDITH ANDERSON

SIR CEDRIC HARDWICKE

BASIL SYDNEY • MAURICE SCHWARTZ

ARNOLD MOSS • ALAN BADEL • AND A CAST OF THOUSANDS



Screen Play by HARRY KLEINER • Produced by BUDDY ADLER • Directed by WILLIAM DIETERLE • A BECKWORTH Corporation Production



MEN'S WEAR NEWS



SOAKED THROUGH IN RAINSTORM (LEFT), TROUSERS OF "ORLON" SOON DRIED (RIGHT). THEY DIDN'T EVEN NEED TO BE PRESSED.

## NEW KIND OF MEN'S CLOTHES HOLD THEIR PRESS EVEN WHEN DRENCHED BY THE RAIN

It's an experience that's happened to just about every man. You have an important business conference. Or you're going out at night. You want to look your best. Then you get caught in the rain. And from the bottom of your raincoat down, the press in your trousers is ruined.

That is all a thing of the past with the new suits and slacks that make proper use of Du Pont "Orlon." For "Orlon" helps these handsome clothes hold their press

*Raincoat illustrated above is made of 100% "Orlon."*

even if caught in a downpour. And most wrinkles hang out by leaving the clothes on a hanger overnight. Thus, you will be able to keep clothes of "Orlon" in top condition with less time out for upkeep.

Suits and slacks of "Orlon" acrylic fiber are available now in regular-weight sharkskins (above), gabardines, flannels and tweeds, as well as in lightweight tropicals. The supply, though increasing, is still limited. Why not get yours today?

*Du Pont makes acrylic fiber, does not make fabrics or garments.*





# STOP

## chafing-seam

## torture



*no crotch seams . . . no seams anywhere!*

# Silf Skin

full-fashioned pantie girdle

*enjoy seamless comfort!*

**WHY SUFFER** in an ordinary pantie girdle that's cut and sewed together with bulky 2 and 4 ply seams—irritating seams which chafe, bind, cut and rub in the crotch area.

**BE COMFORTABLE** in a Silf Skin pantie girdle—knit from one continuous strand of elastic yarn and, by a new patented process—*entirely without seams!* This lightweight,

powerful fabric is full-fashioned to fit without a wrinkle . . . preshrunk to hold its shape even after hundreds of washings.

**WEAR** a figure flattering Silf Skin for smooth, smart, naturally comfortable support. Once you try the *only* full-fashioned seamless pantie girdle in the world—you'll never settle for seams again!

**\$5** at fine stores everywhere (Style #200)

Other full-fashioned Silf Skin girdles and pantie girdles at \$5 (rayon elastic), \$7.50 (nylon elastic), \$10.95 (pure silk elastic).

For name of store nearest you, write

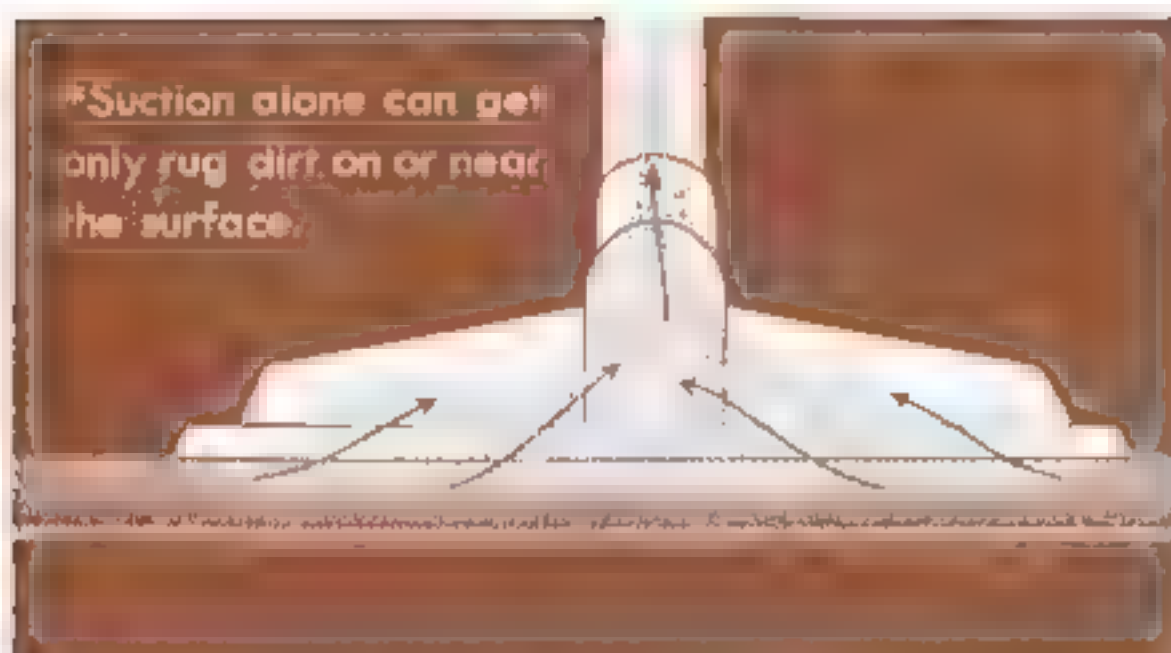
SILF SKIN, INC., 10 East 39th St., New York 16, N.Y., 510 King Street West, Toronto, Canada.



# Suction alone can't get rug-dirt out\*

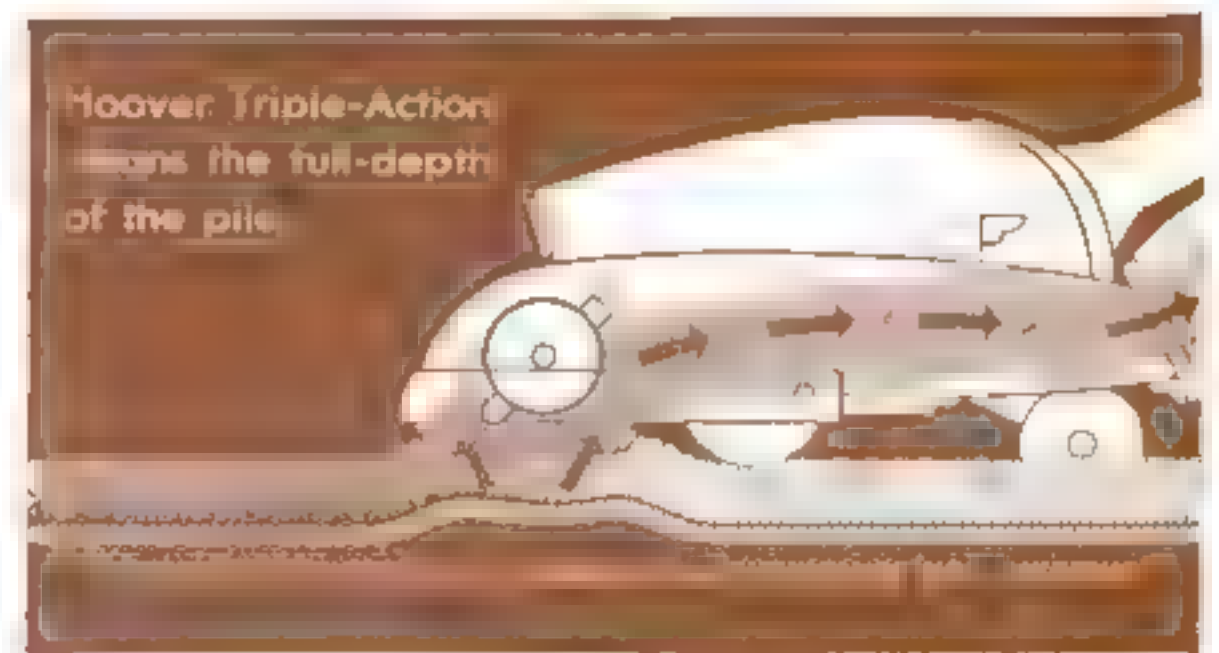
(and 85% of the dirt in your home is right there in your rug!)

*It takes 2 other cleaning actions plus suction to keep your rugs fresh and bright...more germ free...more moth free...and to protect rug life. You get all three in a Triple-Action Hoover cleaner.*



A hose-and-nozzle is fine for sucking up loose dirt from bare floors and upholstery. But dirt buried deep in heavy rug fibers resists even the most powerful suction. This "hidden dirt" dulls colors, harbors germs and moths and cuts away at the nap. A plain suction cleaner just plain can't get out the dirt that hurts; it isn't engineered to do the job!

See the  
**HOOVER**  
→  
Difference



Gentle vibration brings buried dirt to the surface, where suction can whisk it away. At the same time, sweeping gets stubborn pet hairs, grooms and erects the nap. And Hoover stands up to you; no bending over and bearing down as with a hose-and-nozzle. Ask your Hoover dealer to demonstrate the ease and thoroughness of triple-action cleaning...on your own rugs.

## Two cleaners in one

Cleaning tools—seven of them in handy carrying kit...



Plug into the side of your Hoover as easily as plugging in a light cord...



To convert it instantly for bare floor and above-floor cleaning.



**You'll be happier  
with a Hoover®**

You can own a Hoover for as little as **\$66.95**. Easy terms. Ask your local Hoover Dealer. Prices slightly higher in Canada. Prices subject to change without notice.

THE HOOVER COMPANY  
North Canton, Ohio, Hamilton, Ontario,  
Canada, Perivale, England





**MILLIONS FIND LEMONS A LIFESAVER** for low-salt diets. A few drops of tangy, fresh lemon juice can make all the difference between dull, tasteless foods and tempting, delicious ones. Soups, salads, meats, cooked vegetables—in fact, *practically all foods*—are made instantly more flavorful, more appetizing with lemon. And lemon works this flavor magic *with or without salt*.

**WHEN THE DOCTOR SAYS:**

## Cut down on salt

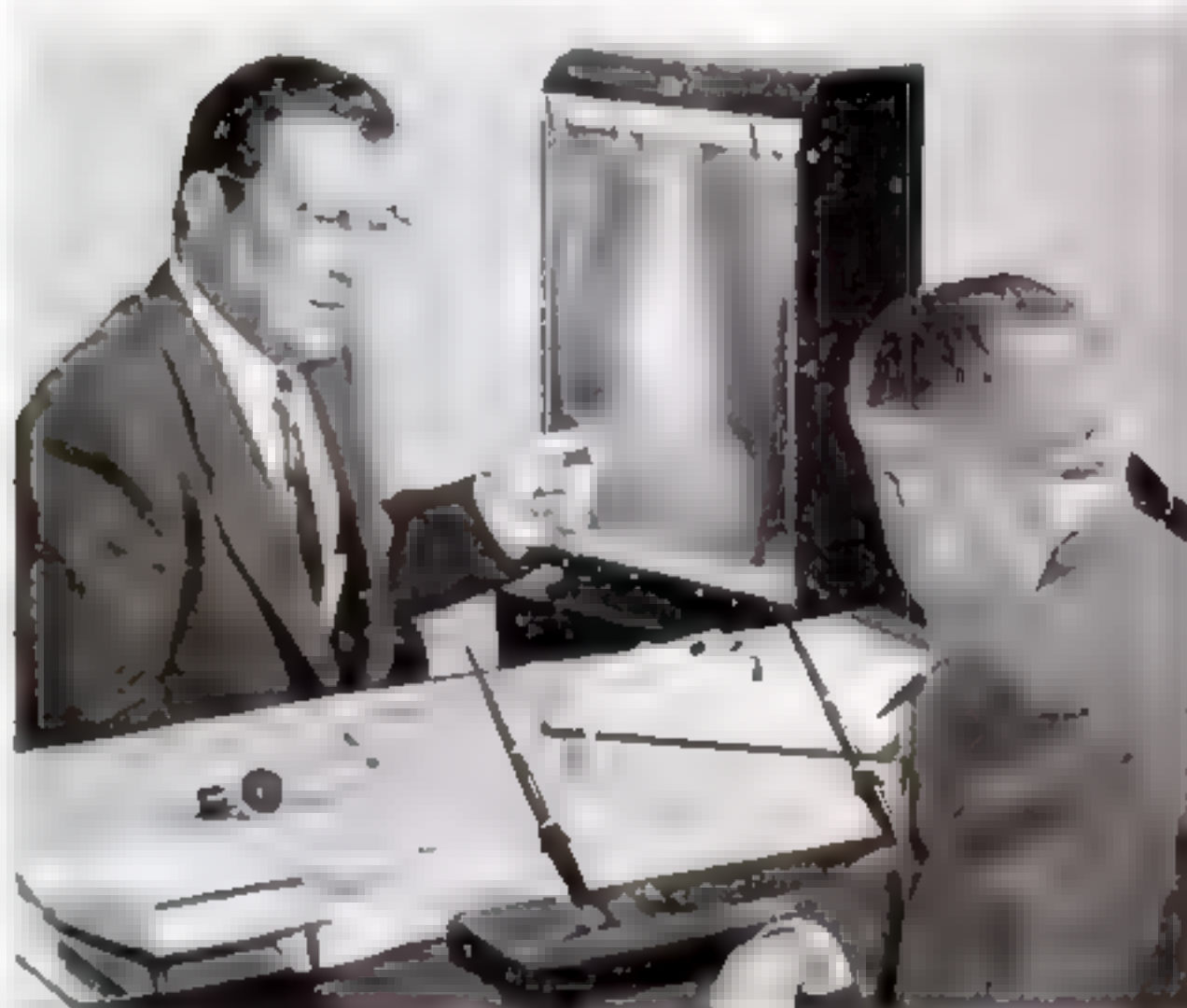
**IF YOU'RE ONE** of the estimated ten million Americans whose doctor has said, "Cut down on salt," you know how dull and tasteless *unsalted* foods can be. Many people, plagued with the problem of pepping up saltless meals, are discovering that foods can be made more appetizing when seasoned with fresh lemon juice. The taste of salt is replaced by the tantalizing tang and aromatic flavor of lemon. A good squeeze of lemon brings out the full, natural flavor of foods—adds zest and sparkle to any menu.



**USE OF LEMON** as an *all-purpose* table seasoning is spreading widely. Families in which one member is on a low-sodium diet all tend to become lemon enthusiasts. They are astonished to discover how lemon enhances a surprising variety of foods *with or without salt*.



**REDUCING?** Many diets recommend *cutting down* on salt. Seasoning with lemons instead of salt makes reducing easier. Not only do you lose weight *faster*, but a squeeze of fresh lemon adds zest and flavor to reducing-diet foods.



**ASK YOUR DOCTOR** about the use of lemons for low-sodium diets, or write for free copy of new Sunkist booklet, "When the doctor says: Cut down on salt." Send requests to Sunkist, Sec. 2703-A, Terminal Annex, Los Angeles 54, California.



**LEMON-ON-THE-TABLE** is America's newest seasoning habit. Serve a dish of plump, easy-to-squeeze lemon wedges right on the table every meal for flavor... and for health. ADVERTISEMENT: copyrighted by **Sunkist**





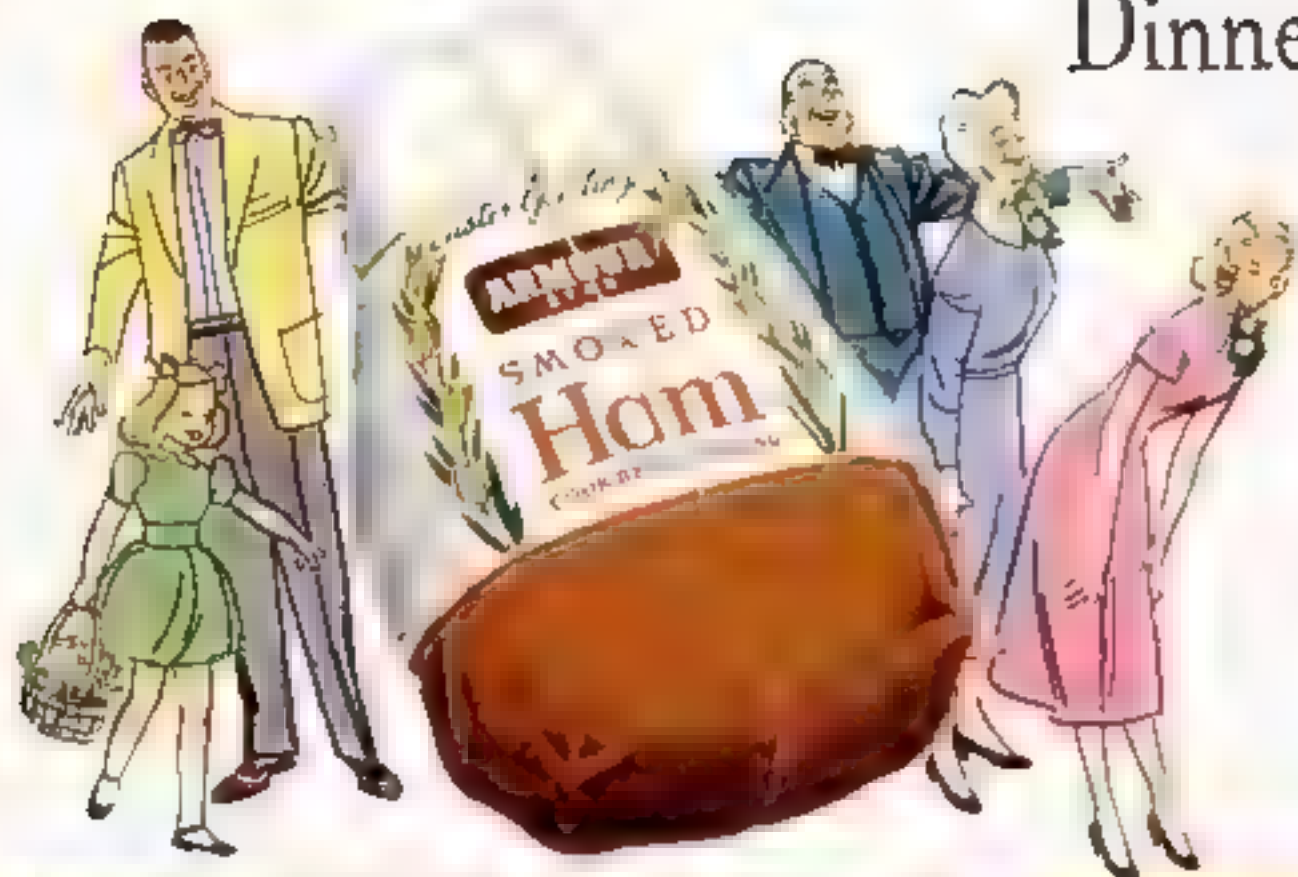
Jewelry by Harry Winston

*According to a recent nation-wide survey, almost nine out of ten of those who have purchased Cadillacs during recent years have already decided that their next cars will bear the same honored name. We know, from our records of loyalty among our own owners, that this is true—and that men and women who move up to Cadillac almost invariably stay with Cadillac. This, of course, is but logical—for, beyond Cadillac, there is only the future. Those who want the finest want—the Standard of the World!*

YOUR CADILLAC DEALER



## Dinner-party ham — garnished with Easter baskets!



Here is beautiful ham — a happy choice for Easter—and so good it turns any ordinary meal into a dinner party! It's Armour Star Ham—tender, juicy full flavored. Each one is a carefully selected, well-shaped ham to start with—sweet-cured the Armour way—mild-smoked until mellow. No other ham tastes quite like it.

You'll find easy and exact directions for preparing your Easter ham, whether Smoked or Ready-to-Eat, right on the wrapper. Half an hour before it's completely cooked, re-

move it from the oven, take off the rind and score the fat. Then cover with a glaze made of 1 cup brown sugar and ½ cup orange juice and finish cooking. Serve with Easter baskets cut out of whole oranges and filled with chilled fruit.

Send for Marie Gifford's favorite recipes! For meal-planning ideas and interesting ham recipes write for "Ham Goes a Long Way" Address Marie Gifford - Armour and Company, Dept. 594, Chicago 9, Illinois



You know it's good!



The Armour Star label is one of the world's great guarantees!





# LETTERS TO THE EDITORS

## INDIA

Sirs:

I congratulate you for presenting India's vital problems in such a simple yet eloquent way ("India Steps Forward," *LIFE*, March 9). I feel more confident in the future of our country and I shall feel proud to do my best when I go back. What we need from all the democratic people of the world is encouragement and a little bit of a helping hand in our struggle.

C. S. RAO

University of Colorado  
Boulder, Colo.

Sirs:

India is an ancient country and a brand-new nation wedded to democracy. Her problems are complex and demand a different perspective, but her values and objectives in international relations are the same as those of Americans. By telling the story of her struggle you have done a great service to the painfully neglected cause of Indo-American understanding.

PRABHAKAR S. AKOLEKAR

Baltimore, Md.

## BLIND FRENCH DOCTOR

Sirs:

Like the people of Chelles, France ("LIFE Calls on a Blind Doctor," March 9), we have a courageous and wonderful blind physician in Wadley, Ala. Dr. James T. Clark, called "the nation's only practicing blind physician," is 76 and only recently retired after 41 years of practice, during 38 of which he was blind. Here is a picture (below) showing the doctor's wife serving as his eyes.

LILLIE BONNER MCGILL

Georgiana, Ala.



BLIND AMERICAN DOCTOR

## EXPENSE ACCOUNT RICH

Sirs:

There are many interesting phenomena about modern expense accounts ("The Expense Account Aristocracy," *LIFE*, March 9)—amusing, ridiculous, fantastic, even odious—but surely nothing so significant as their blithe disregard of plain honesty.

Every aspect of the subject was skillfully explored, except the fact that the whole practice reeks with dishonesty. Is this a commentary on what is happening to business morals in America?

ELWELL CRISSEY

Bloomington, Ill.

Sirs:

This is the best presentation of this involved subject ever made to a large segment of the public. But I wonder what would happen to our economy if we shut down all the restaurants, theaters, hotels and resorts now supported by "The Expense Account Aristocracy"? By keeping this money in circulation isn't the government getting an increasingly larger part of it every time it changes hands in the form of taxes?

EDWARD MCSWEENEY

New York, N.Y.

## BOY'S PREDICAMENT

Sirs:

... I noticed Apache's knees seemed to be slightly scratched ("A Boy in a Predicament..." *LIFE*, March 9). Is he sound as of now? He was very lucky to survive such a day and be ridden home. ...

SISSY REEVES

Medford, Mass.

● Since his experience in the river, Apache won't go near water but is fully recovered otherwise.—ED.

## EDITORIAL

Sirs:

I wish to compliment your magazine on the editorial "That Campus Witch Hunt" (*LIFE*, March 9). These investigations carried on by men who were quite properly referred to by the Rev. A. Powell Davies as "morally unfitted for such an undertaking... reckless with accusations and careless with truth" are producing a sorry condition of affairs in our country.

L. STAUFFER OLIVER  
President Judge

Court of Common Pleas  
Philadelphia, Pa.

Sirs:

Your editorial is... an affront to the good citizens of Indiana who had the judgment and courage to re-elect Senator Jenner... a striking example of your inability to discern the magnitude of the rotten honeycomb of Communism entrenched all about you in New York City. ...

VIRGIL HENBERT

Portland, Ind.

Sirs:

Doesn't every college alumnus remember sitting up till dawn in the local beer hall, arguing heatedly with the campus pinko? Like the last football game, it's one of the great experiences that most undergraduates enjoy, and no one could reasonably call it a "subversive influence" on any more or less stable 19-year-old.

Let's wish McCarthy & Co. luck in weeding out bad eggs who teach with a marked Communist slant. But let's not forget what "university" means: a meeting place for every conceivable ideology, where Mom's religion, Dad's politics and Miss Jones's history will have to cross blades with everything from Kropotkin's anarchism to quantum theory to Hegelian dialectic.

MARVIN DECKOFF

Great Neck, N.Y.

## DOGGIE SONG

Sirs:

What your "Song That Launched a Thousand Yips" (*LIFE*, March 9) didn't mention was the men who did the yipping that launched the song that launched the yips. The men are Joe and Mac. That's us.

We were in the studio when everyone decided Patti Page's *Doggie in the Window* needed barking. We auditioned. Neither of us could bark perfectly: one was too high, the other too low. So we were both hired.

Now when Patti sings it over television we do the yipping. In the last month we've received over 150 pounds of dog food, dog soap, gargling concoctions and advice about improving our bark.

JOE REISMAN  
MAC CEPPOS

New York, N.Y.

## SANDBAG CASTLE, KOREA

Sirs:

A copy of *LIFE* has belatedly come into my possession, showing a picture of me on my way down to our positions in Sandbag Castle (*LIFE* on the Newsfronts of

the World, *LIFE*, Feb. 23) after supposedly planting an American flag on the ridge above.

True, I did plant a flag on that position. ... But let's put credit where it belongs. The flag I put up was fastened to the tree by wire, which was subsequently cut by enemy fire. As soon as the flag fell, a Holland-born immigrant, SFC. Peter J. Grootendorst, of Oregon, went to the top of the Castle with a hammer and a few spikes and fastened the flag to the tree in a manner which withstood the best efforts of the Commies.

Although the photograph shows me, the flag was put there by Sergeant Pete, who has spent more time atop Sandbag Castle than any other man and is one of the few men who have traveled over the Castle to enemy lines and returned.

The flag depicted is owned by ex-Corporal James McGowan of Philadelphia, who purchased it in Japan. At last report the flag was still there.

M/Sgt. FRANCIS X. CONNORS

Korea

## COVER

Sirs:

Vanessa Brown (*LIFE*, March 9) has really outgrown Quiz Kid days but still has little girl hands.

M. PHILLIPS

Pittsburgh, Pa.

● Miss Brown is writing a new play, explains she keeps her nails short for typing. —ED.

## STRUGGLE PIT

Sirs:

"The Struggle Pit" (*LIFE*, March 9) recalls the great clan battle fought in 1396 at the North Inch of Perth, Scotland before King Robert III. Clan Chattan was at war with Clan Davidson and agreed that 30 men of each clan would fight in an arena enclosed on three sides with the river on the fourth. The king and court refereed. The weapons were claymores and skene-dhus. At the end, Clan Chattan had 10 alive, all wounded. Their last living foe jumped in the river and escaped.

RAYMOND WALKER

Newark Valley, N.Y.

## GOOSE TECHNOLOGY (CONTINUED)

Sirs:

As a native of Strasbourg, let me assure Mrs. R. J. Fox (Letters to the Editors, *LIFE*, March 9) that machine-fed geese don't suffer. They receive only 2 to 4 ounces of corn above normal at each feeding, are inconvenienced merely by a little fat. Older "hand feeding" was sometimes injurious. Machine feeding is not.

ERNEST E. BUREL

Oakland, Calif.

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# SPEAKING OF PICTURES

Which of these devils is most menacing Dennis?

Although he has been a cartoon character for only two years, *Dennis the Menace* (above) has already become an American symbol of eternal childish devilry. The *Washington Post*, which is one of 157 U.S. newspapers now publishing the cartoons, discovered that its readers had even begun nicknaming their offspring "Dennis" in recognition of the many mischievous traits they shared with the comic-page moppet. When the *Post* announced a contest to find the most menacing real-life Dennis, nearly a thousand readers submitted detailed accounts of their small hellions and accompanied them with snapshots, some of which are shown here. *LIFE's* readers will find the name of the winner, selected on the basis of his father's letter, hidden among the captions on these pages.



**VICTOR CULVER** loved to build toy gas stations in the family garage. Once, when he forgot to clean the mess, his mother, rushing to a funeral, backed the car over his nails and promptly had a flat tire.



**CREATOR OF DENNIS** is Cartoonist Hank Ketcham, here holding son named Dennis whose antics inspired idea for cartoon character.



**WILLIAM CARRICO**, who likes to wear father's rubber boots, tries to "help" workmen on housing projects. Recently he singed the hairs on his head after testing a blowtorch to see "what was cooking."



**TOMMY LEPSON**, waiting in a store while his mother was paying the bill, decided that the cart was in the way and pushed it through the window. To his father he later repud, "I have my rights."





**ALEXANDER HAWES** once heard his parents discussing plans for building a pool and fountain in the garden. Later he turned the hose on the tulip bed, ruined it, and said, "Look, I've made a pond!"



**HERBERT MAAS**, here stretching his favorite cat, likes to store junk in the freezing compartment of the family refrigerator. Once, declaring he could not go to school, he said, "I've got growing pains."



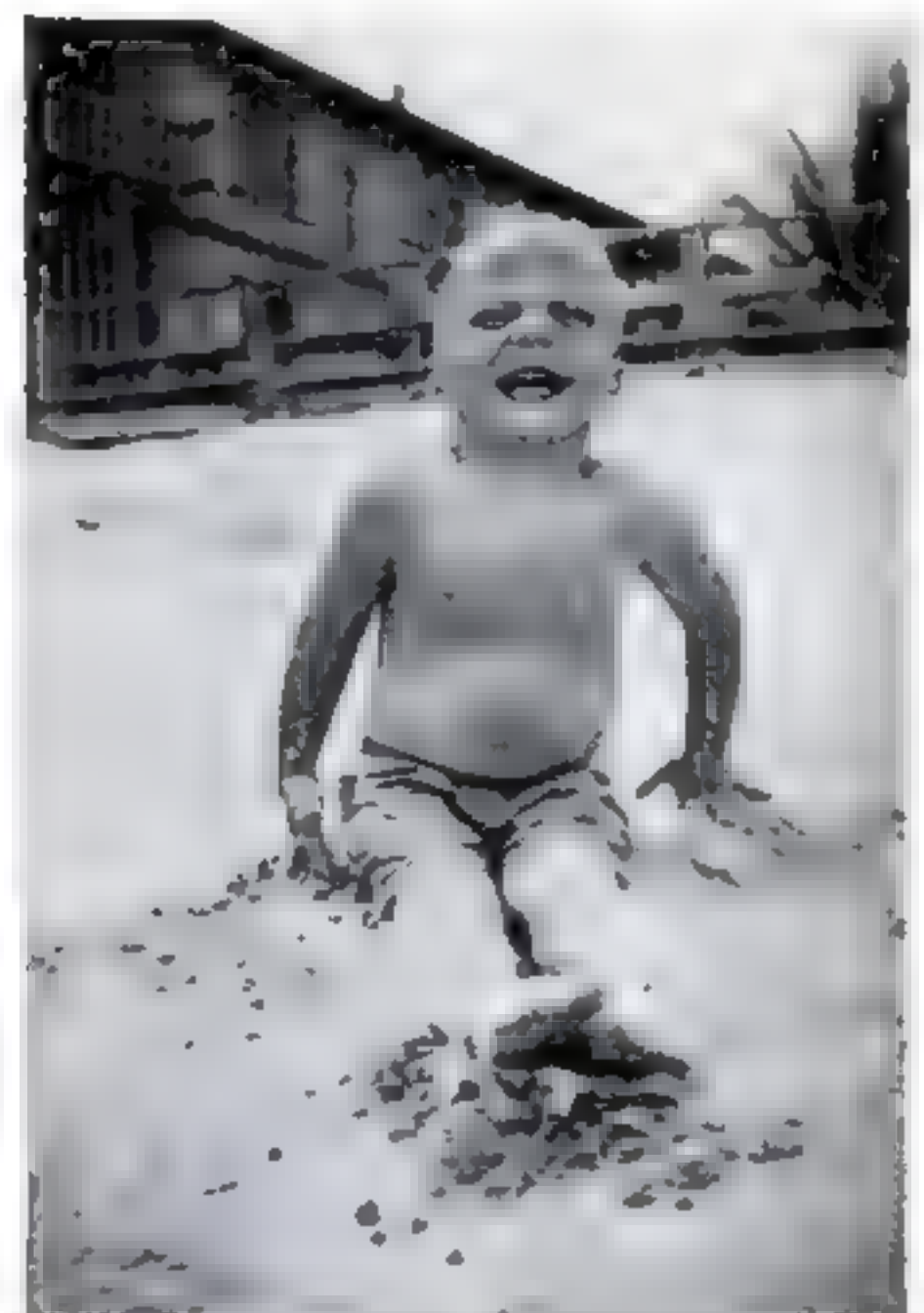
**DANNY FREEMAN**, visiting his grandparents in Wyoming, announced he was going to rope a calf with his lasso. Instead, he lassoed his surprised grandfather, who lost both his composure and cigar.



**JOHN JUSTICE** wears his father's fancy-rimmed glasses. Told to take them off "before they break," he announced, "They won't break. I knocked out the glass with my hammer so I can see better!"



**TOMMY MULROY** (right) likes to answer the phone before his parents can get to it. Recently he sang *Happy Birthday* into it, then promptly hung up on the startled caller, who never phoned back.



**MARK REIMERS** once took all the bolts off a safe at a grocery, and on another occasion slipped out of complicated bed straps to free himself in a hospital. The judges awarded him the first prize.







**Sparton Cosmic Eye Television**

**Spotlighted by America's fine stores**



for its *Vivid realism*

Above, special display setting by **THE DAYTON COMPANY**, Minneapolis, featuring Sparton realism in their store this week. Model shown is the beautiful blonde Sparton 21" Courtland.

**Sparton**  
cosmic eye television

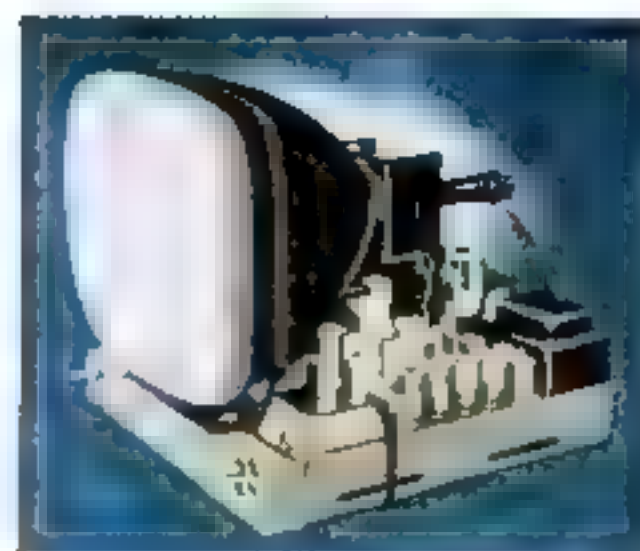
for its *Performance*



Thrill to a new concept of TV performance. Sparton Cosmic Eye Television. Get reception so clear it's like seeing the show through an eye in the sky. Key to Sparton performance is attention to engineering detail.



Sparton makes many extra assembly steps by hand, to assure perfect fit, solid connections, total operating excellence. Parts as tiny as the head of a pin are put in place to stay; you get trouble-free performance.



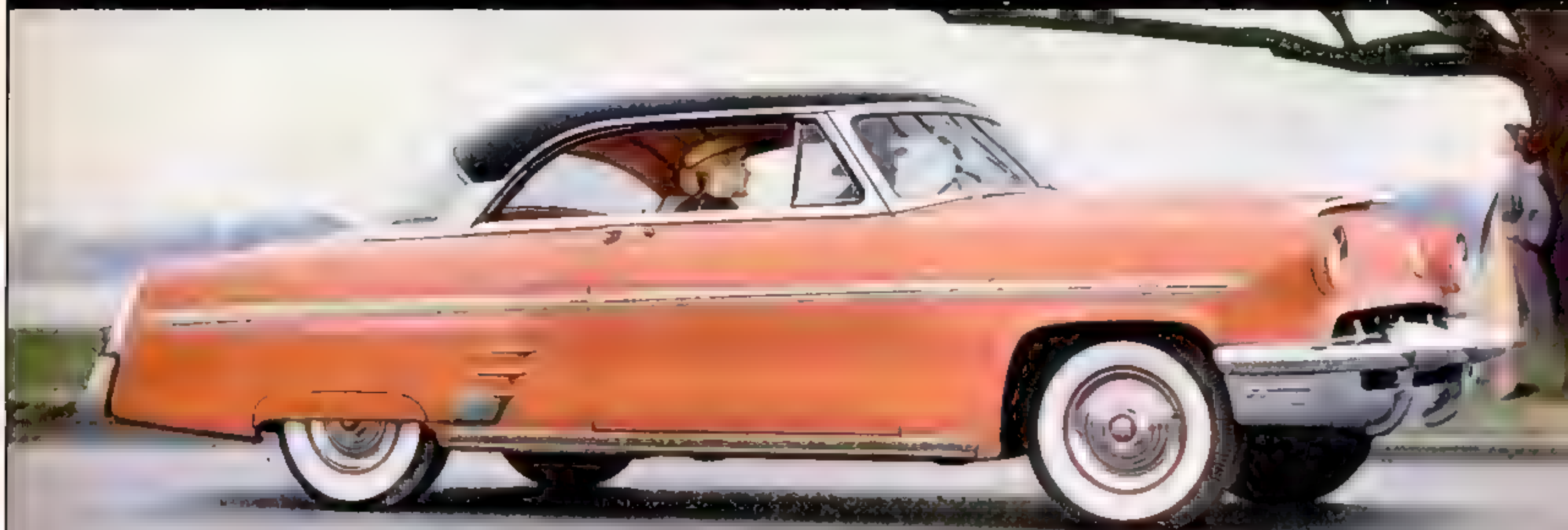
No wonder Sparton Cosmic Eye Television is displayed and sold by the better stores that naturally feature quality brands. Check the Yellow Pages of your phone book for address of your nearest Sparton dealer.

SOLD IN SUCH FINE STORES AS:  
John Wanamaker, New York, New York  
The Higbee Company, Cleveland, Ohio  
Meier & Frank Company, Inc., Portland, Oregon  
And other quality stores across the nation

SPARTON RADIO-TELEVISION, JACKSON, MICHIGAN, MAKERS OF FINE ELECTRONIC EQUIPMENT SINCE 1926. ALSO, SPARTON OF CANADA, LTD., SPARTON AUTOMOTIVE, STEGER FURNITURE CO., DIVISIONS OF THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN.



# 12 pictures are worth all the words you can read!



MEET THE YEARS-AHEAD STYLING THAT GREW OUT OF MERCURY'S UNIFIED DESIGN—WHERE EVERY LINE WORKS FOR YOU.



THIS COMBINATION BUMPER-GRILLE.



THIS GREAT ONE-PIECE REAR WINDOW.



THIS ALL-IN-ONE CONTROL ARRANGEMENT.



IT'S SPACE-PLANNED, TOO—SO YOU RELAX!



IT'S OUR GREATEST PERFORMING V-8 YET!



IT'S AGILE—MANEUVERS EASILY IN THE TIGHTEST SPOTS.



IT'S THRIFTY—STRETCHES GAS.



BUT RIDING'S BETTER THAN READING.



AS YOUR OWN TEST RUN WILL PROVE.



WHY NOT TEST IT TODAY?



AT YOUR MERCURY DEALER'S.

Standard equipment, accessories, and trim illustrated are subject to change without notice. White side-wall tires and full-disc hubcaps optional at extra cost.

## One drive is worth a thousand pictures

# MERCURY

MERCURY DIVISION • FORD MOTOR COMPANY



*Symbolizing the Progress of  
Ford Motor Company's 50th  
Anniversary—"50 Years  
Forward on the American Road"*



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# IN THE COURSE OF BRITISH EVENTS . . .

When the American Colonies broke off allegiance to the Crown a couple of centuries back, we apparently reserved the right to enjoy certain things British, such as that greatest show which the Commonwealth affords, the coronation. This spectacle might have been invented for photographers had there been any around when William the Conqueror was crowned, so LIFE readers have a right to expect front row seats—and they will have them.

You saw a sample two weeks ago of the excitement that is abuilding in Piccadilly (LIFE, March 16) in the picture of police practicing at holding back crowds. Earlier the cover of the order-barking sergeant introduced a story on the Brigade of Guards (LIFE, Feb. 16), the fellows who will play a dazzling role in the pageantry.

On the cover of this issue the Countess of Dalkeith gives an example of the fashion excitement gripping peeresses this spring. More coronation fashion creations are presented on pages 118-124.

Before June 2 we expect to have an account of the elaborate final arrangements for the coronation written by the British humorist, Sir Alan (A.P.) Herbert and illustrated by Rowland Emmett. Another article will de-

scribe intangible ties which hold far-flung colonies loyal to the Crown and some picture stories, including color, on the preparations. Finally six LIFE photographers will do their best to catch all the glory of the actual coronation and Artist-Writer Bill Mauldin, who, while creating Willie and Joe *Up Front* in World War II saw Tommies in battle, will add his impressions of more peaceful British types for LIFE.

Of course this coverage will not compare to the vast space used by LIFE on the U.S. election campaign and inauguration and, while preparing for the solemnity and fun of the coronation, we plan to keep a sharp eye on what's going on at home. In this issue, for instance, you will find the latest U.S. study of atomic bomb damage (pp. 21-25) and the frustrations of U.S. traffic engineers (pp. 134-145). The governor of Illinois holds open house in his office (pp. 146, 147), and basketball fans will sympathize with the Hoosier girl's futile efforts to save the home team (p. 148). A peculiarly American story is that of a Marine lieutenant who took the intimate look at the Korean war shown in color on pages 71-78. Like most Americans he has a camera and knows how to use it.



MAULDIN'S TOMMY,  
WILLIE AND JOE



EMMETT'S BRITISHERS  
PLAN CORONATION

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**A-BOMB'S CLOUD** rises from desert floor seven miles from observers at News Nob (foreground). Trails left by the rockets (left) serve as a guide to measure shock wave.

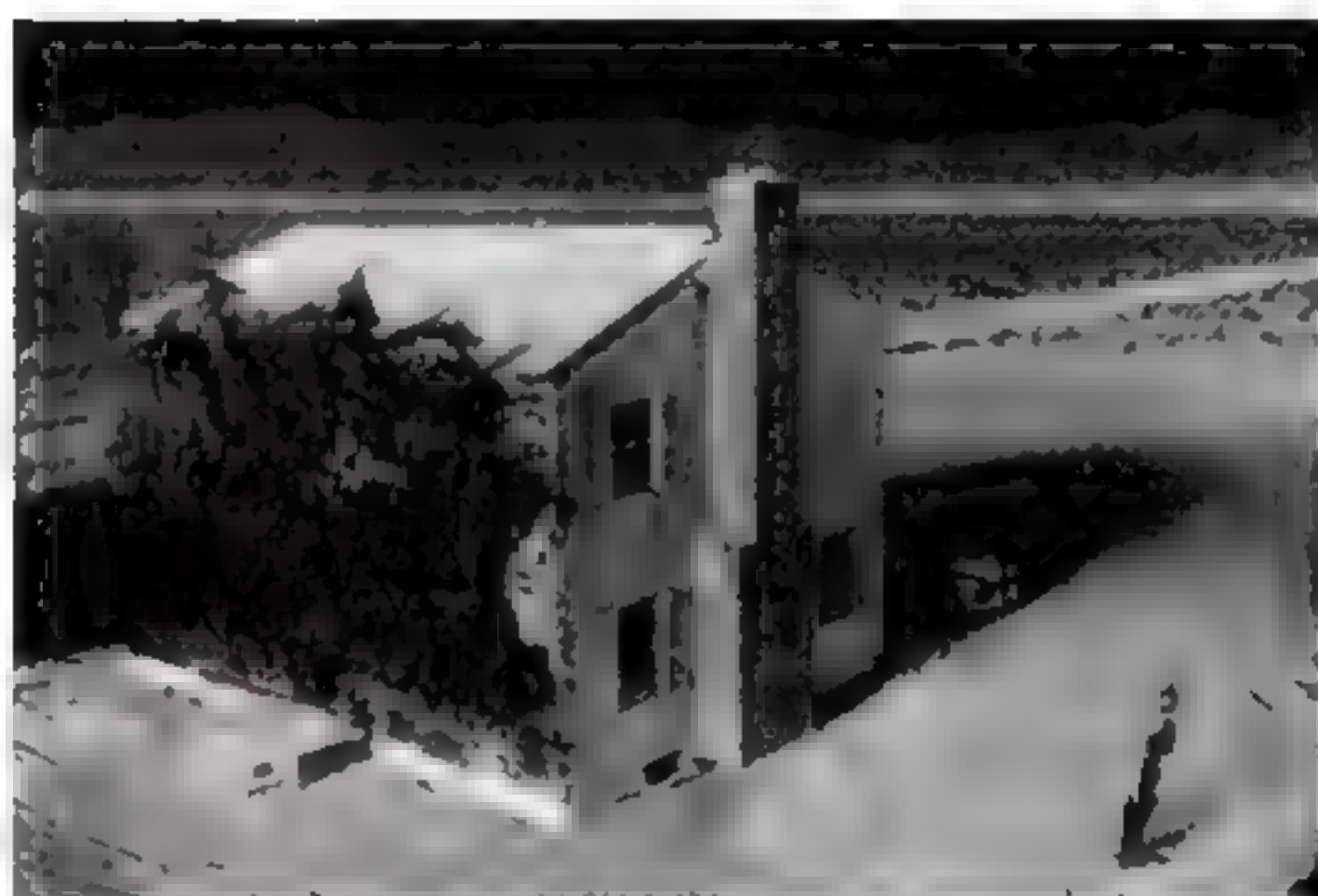
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**AT 0/0**, in the first millisecond of the bomb's explosion, its light casts an unearthly glare on test house No. 1.



**AT 11/24 SECOND** head of explosion scorches window frames and door facing the explosion. Light from bomb's rising ball of flame diminishes the shadow behind house.

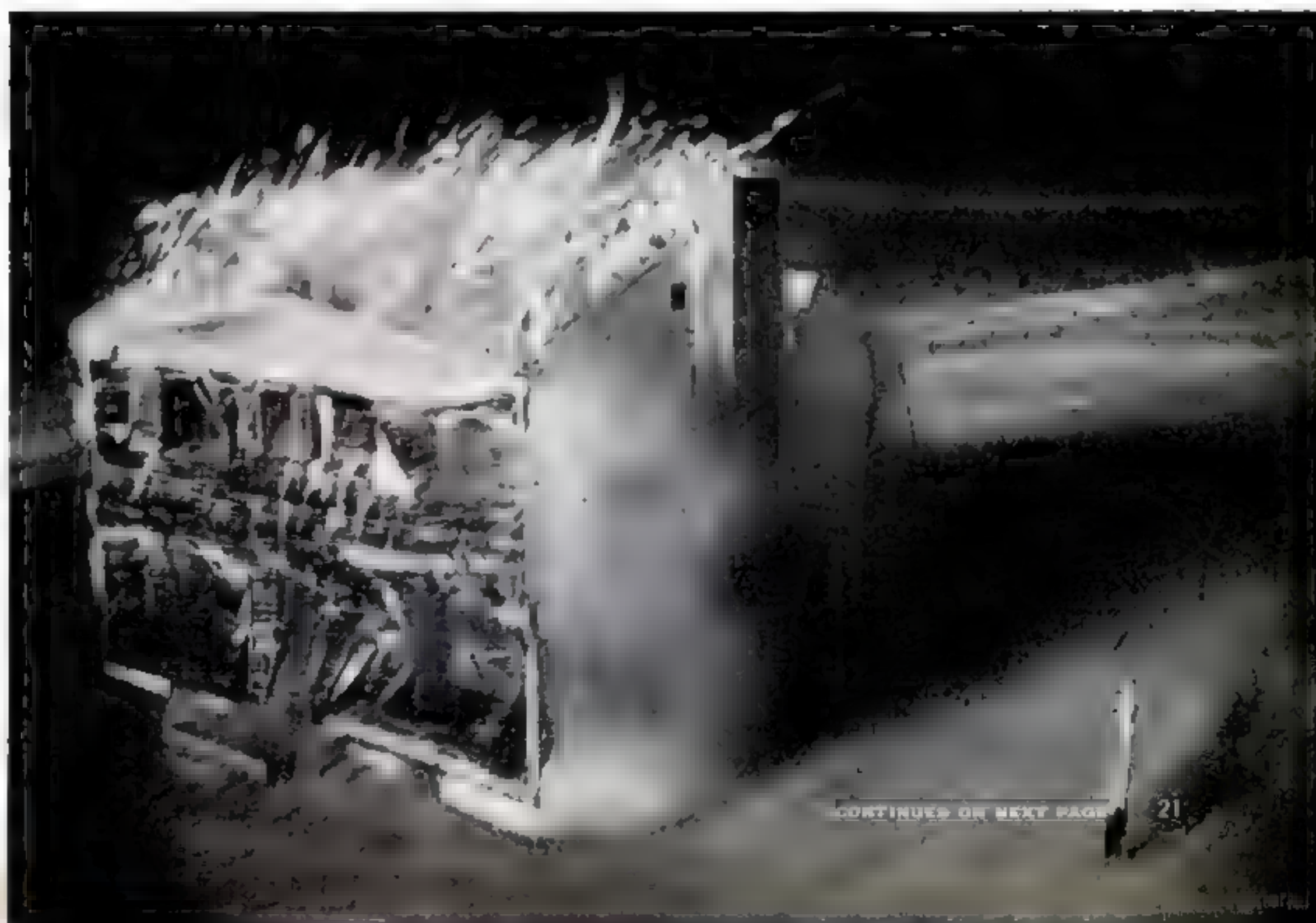


**AT 3/4 SECOND** (above) entire front of house is engulfed in flame and billowing black smoke. Below, at 1 19/24 second, the follow-up shock wave snuffs out the fire, rips shingles from the roof, and starts ripping the house to pieces.

# A-BOMB VS. HOUSE

Americans had touched off atomic bombs 34 times since 1945, but last week's bomb test on the Nevada desert was again a first. The Atomic Energy Commission, working with civil defense teams, had set about to demonstrate what an A-bomb would do to a house. It was also the first time troops had been dug in as close as two miles from Ground Zero, the point directly below where the bomb was detonated.

Workmen had built two \$18,000 sacrificial six-room houses, House No. 1 (at top right) 3,500 feet from Ground Zero, and House No. 2, 7,500 feet away. Civil defense officials were on hand to witness the blast, and millions of Americans, just finishing breakfast or still drowsy from sleep, watched it on TV. But none saw so clearly as an automatic camera which, sheathed in steel and mounted on a tower on Yucca Flat, took these pictures of what happened to House No. 1, which could happen to any American house within a mile of an atomic blast, in the darkness of the desert dawn.







**AT 1 1/2 SECONDS** the concussion tears the roof off, rafters and all, causing it to balloon upward from front of the house. The air is filled with flying lumber. By 2 1/2 seconds the first house on the American continent to be destroyed by atomic energy had been reduced to char and radioactivated kindling.









**CRUSHED CAR** parked behind House No. 1 was badly dented by blast before roof fell on it. Hood of car was sprung by blast, but motor was unharmed.



**REMAINS OF HOUSE**, twisted and tilted, show worst damage in front. Close-up pictures were taken two days after blast, when radiation level had fallen.



**BLAST "SURVIVOR,"** a display-window model placed in a \$10 lean-to shelter in basement, is safe although the radiation effects were not determined.

# OUTCASTS OF YUCCA FLAT

Mannequins are martyrs for science in a 'nuclear diagnostic shot'

As a technical exercise the explosion was almost routine. Dr. Alvin C. Graves, AEC's test director, described it as a "nuclear diagnostic shot," meaning a test to measure the efficiency and yield of a particular combination of fissionable material. The shot fired equaled 15,000 tons of TNT, slightly smaller than the A-weapon at Hiroshima, a mere peashooter compared to some weapons in the U.S. stock pile. It was the kind of experiment the AEC could take in its stride. But it also produced social repercussions that left the AEC dazed and even dismayed.

These repercussions resulted from two contradictory purposes. The Army demonstrated last year that troops in trenches four miles from Ground Zero were untouched by an atomic blast. Now they wanted to halve the distance and convince their infantry even more emphatically that atomic weapons are not necessarily the terrifying devices that some have painted. But the Federal Civil Defense Administration wanted to exploit the test to inject an overdue sense of urgency into its campaign to organize a sensible defense of American cities.

In a well-meant but lamentably inadequate effort to convey some sense of atomic destruction the FCDA erected two frame houses of colonial design. The same seeking after verisimilitude produced another bizarre, in fact grisly, touch: the distribution through the houses of a dozen or so plaster mannequins. These were arranged in attitudes representing various scenes of domestic felicity: a family group in the living room, two small fry at quiet mischief at papa's back, and auntie, for some unexplained reason, still in her beach shorts and halter. And upstairs in a bedroom, a blonde asleep. To suggest with such scanty material the power of an atomic weapon was a good deal like trying to stage *Ben Hur* with a solitary chariot.

Some 1,000 civil defense representatives, including governors of many states, police and fire chiefs, even public-spirited housewives, were invited to Yucca Flat. Where only one reporter witnessed the first awesome test at Alamogordo, now some 300 presented themselves. This collection of spectators assembled about seven miles from the explosion site on a ridge of jumbled rock christened News Nob. Mingling with the working press, the FCDA officials and the AEC representatives were local politicians, bus drivers, the press agents of the Las Vegas casinos and even several of the more influential gambling house proprietors. A portable lunch counter dispensed hot dogs, sandwiches, coffee and Coca-Cola.

Ten seconds before H-hour came the final warning. Instantly the commotion ceased; the floodlights went off and exactly on the dot the first half light of the morning was pierced by a blinding flash.

The blast undoubtedly was up to the high professional standard of AEC. But hardly had the mushroom cloud gained its full height before it became apparent that the audience was disappointed. A middle-aged woman in a lumberman's shirt remarked to a colleague, "I really didn't mind it at all. I rather expected

something much more violent." Former Governor Val Peterson, FCDA administrator, had crouched in a forward trench with the troops. He had plainly verified what he had gone forth to prove, and that was that an atomic explosion was indeed a fearsome business. But when Lieut. General John R. Hodge, Army Field Forces chief, materialized, he also confirmed a foregone conclusion: that foot soldiers, prudently disposed and properly equipped, have no particular reason to fear the atomic bomb more than any other weapon. The general's demeanor suggested that he was inclined to rate the A-bomb as something between a heavy hand grenade and an artillery shell.

The only dramatic account from close in was supplied by an AEC director, Robert L. Corsbie. He had penetrated the desert as far as house No. 2, some 7,500 feet from Ground Zero. In a dry, matter-of-fact voice he described what he had found inside the house: the floor joists and roof beams buckled and broken, the windows blown in and the aluminum Venetian blinds reduced to shredded bits. Where the mannequins had been disposed in domestic contentment, there was now only chaos and confusion. The family group had been scattered to the four corners and the blonde ejected from her bed.

By 10 o'clock, nearly five hours after the explosion, Test Director Graves decided that it would be too dangerous to send his restive audience into the still-radioactive blast area. The demonstration ended with spectators being loaded, disheveled, dusty, thirsty and hungry, into buses and taken part of the way into Yucca Flat to view the explosion site from about a mile distant. House No. 1 had indeed been flattened, twisted and lifted off its foundations. In the desert stood a line of cars, several with their mannequins peering out of the windows with irrelevant intentness.

When the damage was finally added up, the total was equivalent, in the judgment of an old police reporter, to what might be expected, in terms of cars, of a Fourth of July weekend on the Pennsylvania Turnpike, and, as regards houses, to a three-alarm fire.

No doubt there is a moral in this. If the aim was to awaken the nation to the importance of civil defense, it was less than an unqualified success. When the first nuclear device exploded at Alamogordo, observers had the sense of being close to the infinite. Now it is depressingly plain that the bloom is off infinity's rose. And this is a tragedy, when one considers the far more powerful weapons that are being built and the ignorance that envelops not only humanity in general but even the statesmen.

The nuclear clock ticks on, faster and faster. And meanwhile back in Las Vegas, where the crap tables are never closed, Ben Goffstein, the amiable and otherwise realistic manager of the garish Flamingo Hotel, philosophizes, "Now, these tests don't bother our business much one way or another. Only I don't want one of them big bangs, when it comes, to knock off a double six."

CHARLES J. V. MURPHY

MANNEQUIN "VICTIMS" LIE TANGLED, TRAPPED AND DEAD IN THE WRECKED LIVING ROOM —▶







## ALCOHOLIC BLUES

As if we didn't have enough troubles already, bootlegging is back.

Federal, state and local liquor authorities (not to mention legitimate distillers) are worried: in urban centers throughout the nation the illegal manufacture of booze has increased enormously, and the speakeasy is reappearing—in Harlem under such names as "juice joints" and "King Kong parlor." Pessimists see rum-running and hijacking in the offing.

Taxes seem to be the cause of this gruesome recrudescence: the \$10.50 a gallon tax that Congress slapped on 100-proof alcohol has simply priced legal liquor out of the range of many drinkers. As much bootleg as legal booze is now drunk in the U.S., some distillers estimate.

Well, if we've got to face a 1950s version of the Prohibition Era, we would like to list some accompanying phenomena which it would be nice to do without this time:

The hip flask, containing gin sheathed in metal and warmed to body temperature, for use at football games; speakeasy air, which remained unchanged night after night for weeks on end and made the eyeballs smart; drinking straight alcohol and warm orange juice out of paper cups at office parties; the domestic brewing of beer and the conversation of home brew bores; being stared at through a peephole by an ominous eyeball before you could go in and buy a drink; the social compulsion to get falling-down-drunk at cocktail parties; the thick, cracked, chipped coffee cups that the red wine, tasting of chloride of lime, was served in in the back of Italian restaurants; the semicircular scar on the nose bridge which many Southern guzzlers got from drinking corn whisky out of Mason jars. . . .

"Yoshida naikaku butsu buse" is quite a popular phrase in Japan. It means "smash up the Yoshida cabinet." Some 10 days ago the people who have been echoing this battle cry did smash up Premier Shigeru Yoshida's cabinet by defeating his government in the Diet (see p. 34). Yoshida speedily dissolved the Diet and a new election has been called.

Yoshida is a fussy and imperious former diplomat who has been the able head of Japan's government for the past four years. The majorities which he and his right-wing Liberal Party rolled up during and immediately after the U.S. occupation gave Japan a look of considerable stability. That stability is now threatened by the fall of his government. This is a matter of some concern to the U.S. because a politically stable Japan is the keystone of our Far Eastern policy.

Those mainly responsible for smashing Yoshida's government are not the Communists, who hate him because he is pro-American, or the Socialists, who dislike him because he is too conservative. The men who defeated him are also conservatives. The reason why they defeated him would seem frivolous to most Americans. Yoshida, in a moment of exasperation, had called a Diet member "*Bakayaro*," Japanese for s.o.b., an epithet by no means rare in Japan's boisterous legislature. But because the premier used it, an issue was made of his politeness and his cabinet received a vote of no confidence.

In a book published last week, *Five Gentlemen of Japan*, Frank Gibney, former TIME-LIFE correspondent in Tokyo, offers some insight into the Japanese, their way of life and their politics. Gibney finds that Japanese historically insulated themselves from the rest of the world in a peculiar system of personal contracts and commitments to superiors and underlings—valid only inside Japan. This system took the place of standards of good and evil, universal to the Western world.

The U.S. occupation shattered the mold of this old society. "If it did not democratize Japan," Gibney writes, "it made the democratization of Japan possible." But in ventilating Japan's insular society the Americans gave Japanese politicians a new kind of protective insulation. This was an insulation against accepting responsibility for their own acts and decisions. The occupation could always be blamed for political and economic failure. It stretched like a comforting net across the Japanese political arena, always ready to absorb the falls of unskilled political gymnasts.

For quite a while Premier Yoshida managed to satisfy both the Americans and the Japanese voters. As long as the occupation existed, his critics preferred to remain critics. As Gibney puts it, Yoshida was like "a man chosen for his vigor and respectability to preside over a bankrupt corporation during [its] receivership." But once the occupation ended, others became eager to take over.

Two oldtime politicians, Ichiro Hatoyama and Mamoru Shigemitsu, have been leading the conservative opposition to Yoshida. Their factions really have only one thing in common—their opposition to Yoshida. Their current tactics, activated by a spirit of criticism for criticism's sake, might appall even the most clamorous congressman in Washington.

While the principal motive which drives Yoshida's critics is the urge to replace him, there are some real issues in the Japanese election. The biggest issue is rearmament. There are few European-style neutralists in Japan. There most of the people could be called reluctant realists. Pressed, they will admit the need for rearmament, but they dream wistfully about General MacArthur's optimistic forecast of Japan as the "Switzerland of the Pacific." So the dream of neutrality is still quite a vote getter. The Japanese Socialists, who have opposed rearmament, capitalize on this most successfully. The right-wingers, on the other hand, advocate open rearmament, getting their votes with an appeal to Japan's old latent nationalism. Yoshida is in the middle of this confused melee. He has gone slowly and cautiously about rearming, criticized by both sides for his course of action.

Some of the reforms introduced by the occupation have also become an issue. Here the party lineup is clear. Yoshida and most of the conservatives would like to bring the police, and teachers as well, under the central government. This would reverse two important reforms introduced by the occupation. Only the Socialists (who are, by and large, anti-Communist) are opposed.

The real danger in this election is that no one faction may win a clear majority. Japan may become, like France, a country at the mercy of its political factions, its administration governing in fits and starts, so weakened by compromise that there can be no stability.

The only U.S. response to the changed situation in Japan, for the near future, is to walk quietly and skillfully. By dispensing with blanket extraterritorial jurisdiction and similar vestiges of the occupation, the U.S. could ease the pressure of pro-American criticism leveled at Japanese governments and take the sting out of the antiforeign agitation that is any occupation's aftermath. Similarly we can and should support Japan's ambitions for international equality in trade—for without trade Japan cannot live.

The Japanese people are stoutly anti-Communist. They are basically well disposed toward the U.S.—far more so than much of Asia and Europe. But they are suffering the delayed regrowing pains of a country suddenly released from occupation. The way to keep them as near pro-American as possible is by close attention, carefully weighed support and a patient diplomacy that is as unobtrusive as it possibly can be.





## A STRONG MAN PREPARES FOR HIS PRAYERS

General Naguib, the strong man of Egypt, is incessantly busy negotiating with Britain over the Sudan and Suez and superintending his government at home, but he never lacks time for his religious duties. Recently he allotted a

brief period to an Italian journalist to interview him for a picture story. They were talking of politics when the time came, as it does five times a day, for a pious Moslem to pray. Naguib turned from the reporter to perform

the required ablutions, washing his arms to the elbows, his feet to the ankles, then knelt down to repeat, "*Allah Akbar!*" (God is great) and the prayers prescribed in the Koran. Then, getting up, he went on with the interview.





**TROOPERS CLOSE RANKS**, linking their arms to drive Reds from the Bundestag grounds as a high-pressure hose sends a stream of water across area. Few of the Communist rioters flayed during

**REDS SEEK COVER** (below) behind hidden trees at left, but cops close in on rowing rioter in foreground. Another high-pressure hose stream sweeps the cobbled street almost clear of the Communists.



**DRAGGED OFF** by the city police, run over by state troopers, a ringleader drops blood on a path.

## WEST WINS DESPITE A RIOT

### Germans vote for European army

In the high noon sunshine, 600 West German Communists marched chanting through Bonn last week. They were there to demonstrate against the European Defense Community pact under which 12 German divisions would be raised for a Western defense army. Police rushed to the parliament building where the Bundestag was about to vote. A riot broke out and police broke up the riot and soon after, parliament decided to turn away.

Eight hours later, following a speech by Chancellor Adenauer, the Bundestag approved EDC. It still had to get by the upper house and faced possible constitutional block, but as the first European parliamentary body to approve the EDC, the Bundestag had given red a vote of confidence West European nations.



**STROLLING PEACEFULLY** through riot area a few minutes later, Adenauer arrives at Bundestag.





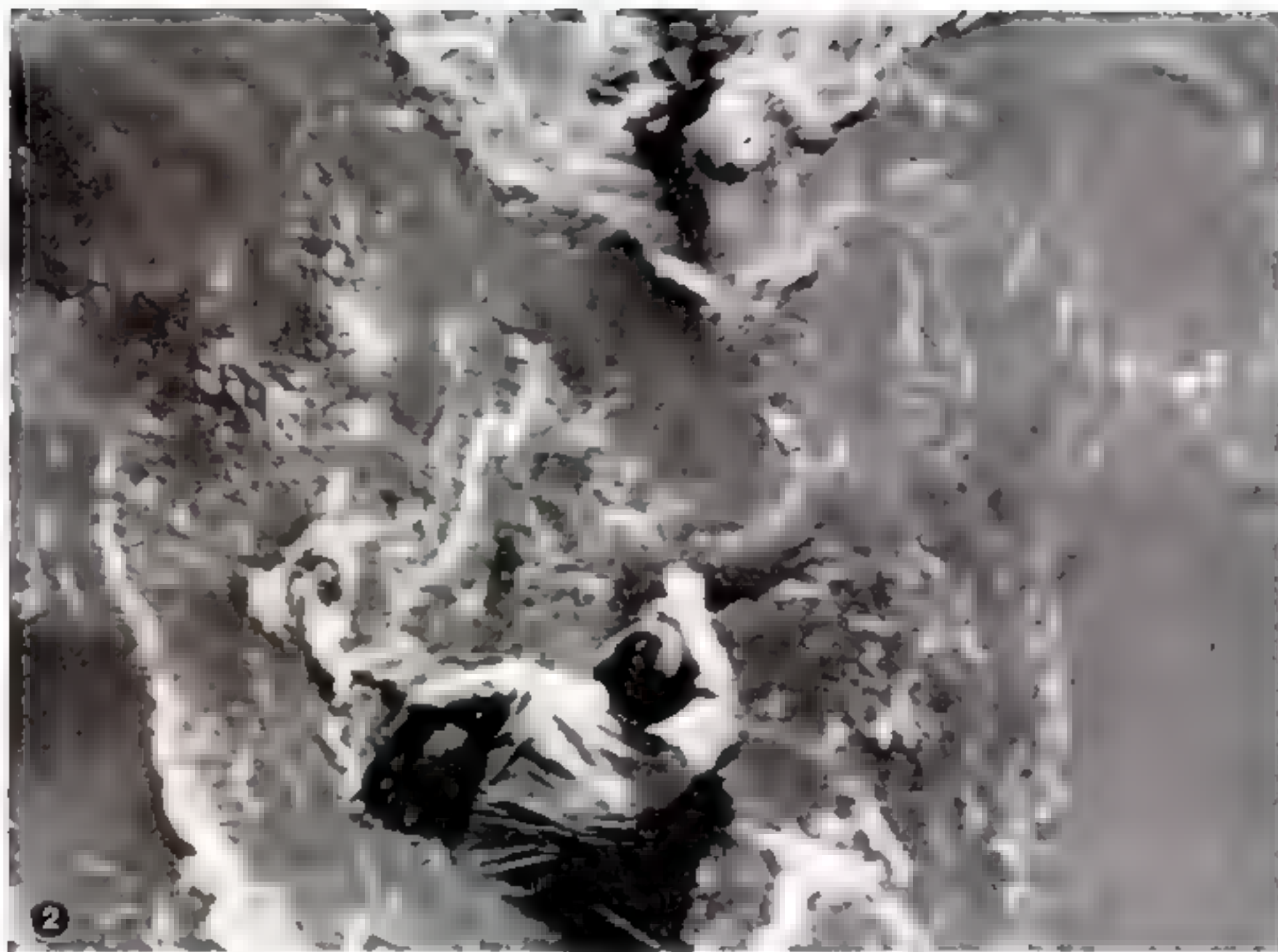
**GUARDING THE DELIBERATIONS** in glass-walled Bundestag chamber, a sentry stands vigil with police dog. Bundestag members inside sit on lower level

the press in gallery. Although rioters had been dispersed, cops stayed through late evening session to keep demonstrators from laving rocks through the glass.





RESCUER CORSO IS LOWERED INTO KANKAKEE



CORSO HEADS FOR 11-YEAR-OLD JOHN, STRUGGLING TO KEEP GRIP ON LIFE PRESERVER FROM BRIDGE

## A RIVER LOSES ITS VICTIM

### Boy is saved from the Kankakee

It was the Feast of St. Joseph and in Kankakee, Ill. St. Rose School dismissed early. Three 11-year-old boys ambled to the Kankakee River, climbed in a rowboat. Soon the boat swept toward the dam and the boys jumped. A fireman on another call raced to a bridge below the dam and dangled a life preserver as the boys, hurtling down river, reached the bridge. All three grabbed the preserver—but the raging waters swept two away and drowned them.

While hundreds watched from the bridge, the third boy—John Eriksen—began to weaken. Then one man could stand it no longer. Lindo J. Corso had himself let down by a rope. Photographer Jim Marek of the Kankakee Daily *Journal* took these photographs (except No. 5) as Corso made his rescue in the savage waters.



RESCUE SCENE was by bridge in background. Boat went over dam behind rail bridge (foreground).



IN THE CHURNING WATER CORSO HOLDS UP JOHN WHO HAS GRABBED ROPE TIED AROUND CORSO. JOHN





STRUGGLING IN CURRENT, CORSO GRASPS JOHN WITH LEGS WHILE KEEPING HOLD OF ROPE WITH HANDS



WAS IN WATER FIVE MINUTES BEFORE CORSO REACHED HIM, 10 MORE BEFORE BOAT RESCUED BOTH



FIREMEN'S BOAT ARRIVES, JOHN IS HAULED IN



BOTH ARE SAFE AND (BELOW) JOHN IS STRIPPED







**TITO'S HABERDASHERY** caught public's eye. He arrived (left, with Churchill) wearing red and blue military uniform he designed for himself. Later he turned up at the County Hall (center, with his foreign minister, Koca Popovic) to look



over housing plans wearing striped pants and morning coat. At Anthony Eden's home (right) he wore a well-cut dinner jacket. Costume changes, plus secrecy surrounding itinerary, led Londoners to invent a game called "Try to spot Tito."



## 'OLD FRIEND' IN LONDON

Tito uses elaborate wardrobe, elaborate guard

Years ago by a campfire in the Yugoslav hills the leader of the Partisans remarked, "When I come to England [after the war] I shall come as an old friend and comrade-in-arms." Last week Marshal Tito arrived in London for that visit, the first Communist dictator to set foot on the British Isles.

When Tito pulled up to Westminster Pier, Winston Churchill, Anthony Eden and the Duke of Edinburgh were waiting on a plush red rug to



**IN LONDON TOWER,** Tito examines arms, armor. Like avid tourist, he visited

Cambridge University, asked to see a football game. He went on TV, speaking English.



**WITH THE ROYAL FAMILY** Tito stands between Queen Elizabeth and Queen Mother, after being officially received. He also had





**TITO'S HECKLERS** included the *Daily Express* which poked fun at elaborate police precautions with a cartoon (left) showing pedestrians holding back great crowd of officers. The caption read: "It's just because there are more police than



spectators." Just after Tito's car drove through the gates of Scotland Yard a magnesium flare mysteriously went off (center) but nobody was seriously injured. Some Hyde Park orators (right) also tried to stir up feeling against the dictator.



greet him. Then they whisked him away for five days of sight-seeing, receptions, an ill-fated air show (below, right) and talks with officials.

Londoners were amused by the dictator's flashy clothes and roaring rides across town in a bullet-proof car. Yet police and Scotland Yard men took no chances, gave Tito the most elaborate guard in London's peacetime history. Seven Thames bridges under which he passed by boat were

sealed off from traffic. Said a dissenter, "What the hell's this for? He's only a bloody Communist." But most Britons realized that, in war, they could use his help. When the "old friend" left at week's end he took a British announcement: "The two governments . . . were in full agreement that, in event of aggression in Europe, the conflict could hardly remain local. . . ." The guarded words were, in effect, an offer of alliance.



lunch at the palace with the two queens, the Duke of Edinburgh, Princess Margaret, the Churchills, the Edens, the Clement Attlees.

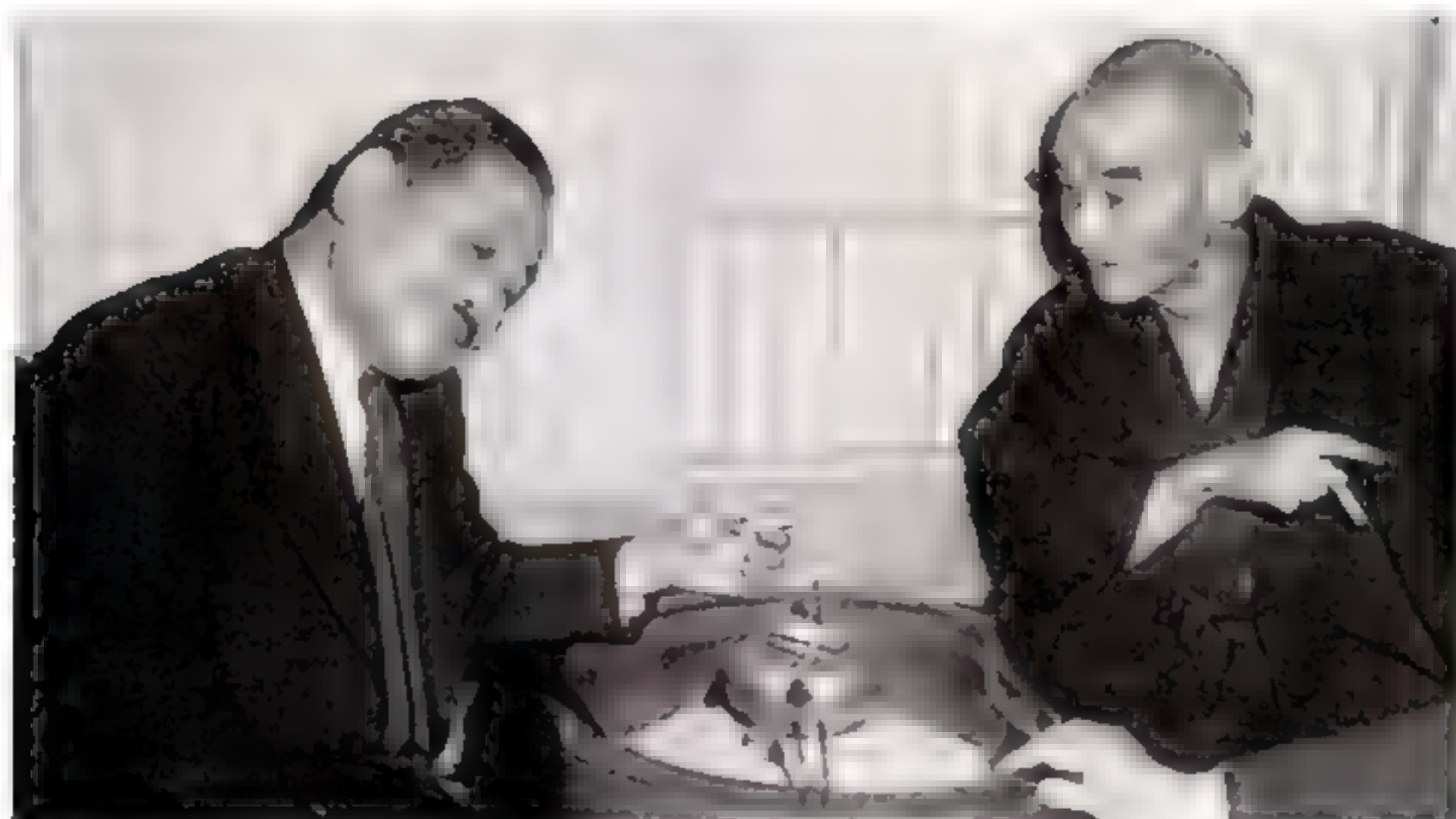


**AT AIR SHOW** Tito (third from left) rises tensely as he sees two jet pilots crash in

mid-air and die. He insisted that the rest of the show be canceled, walked off the field.

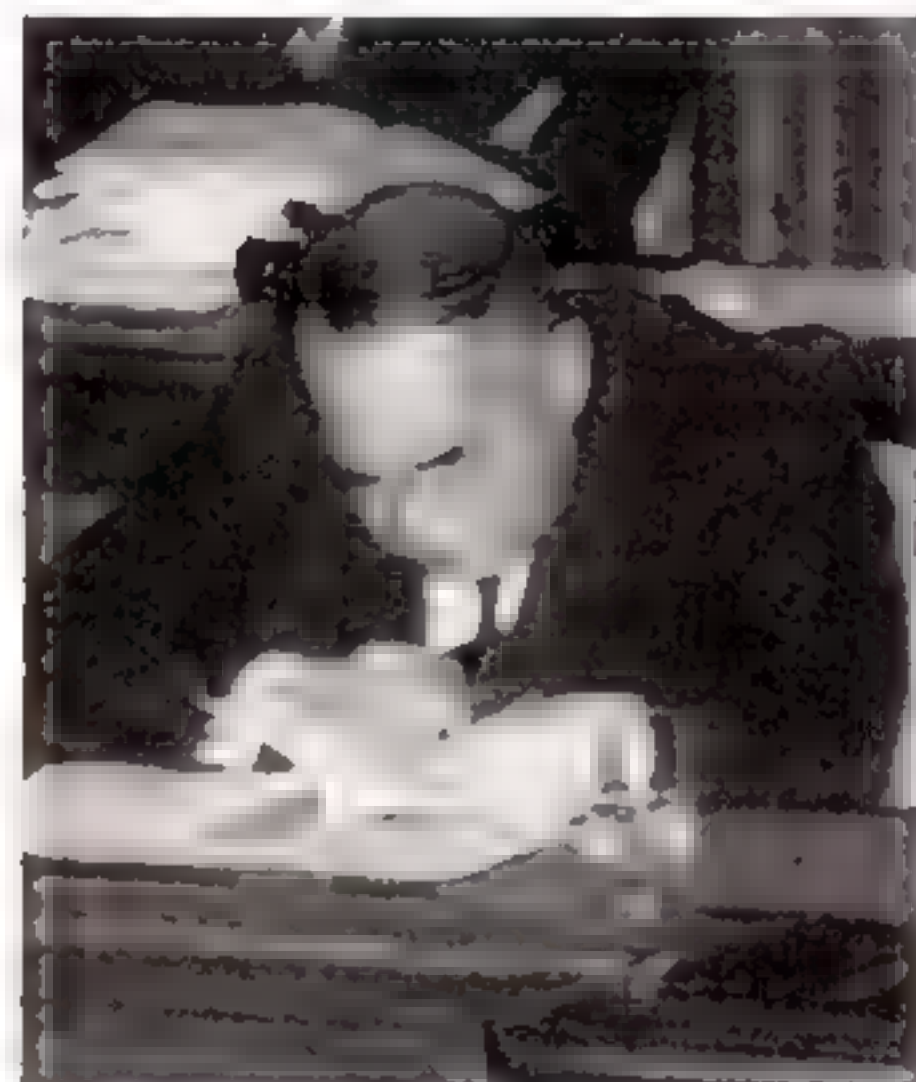


# LITTLE BADGER AND BIG BADGER UPSET A FOX



**CONTEMPLATING THE KILL**, "Little Badger" Kozen Hirokawa and "Big Badger" Bukichi Miki

confer across charcoal tea warmer. They spent long hours planning way to snare Yoshida, "The Fox."



**CONSULTING RULES** in Diet, Yoshida tries to find out if epithet he used was unparliamentary.

## TWO MEMBERS OF PREMIER YOSHIDA'S PARTY PLOT AGAINST HIM, BRING DISSOLUTION OF DIET

In the seven years since the war Japan's crafty old Premier Shigeru Yoshida has earned himself a nickname, "The Foxy One," by nimbly avoiding a maze of political pitfalls. Last week Yoshida's power was finally jeopardized (Editorial, p. 26) by the machinations of two disgruntled members of his own Liberal Party whose previous conniving has won them special nicknames—rich Bukichi Miki, a master

at double-dealing who has long been known as "Big Badger" and his scheming junior partner Kozen Hirokawa, who is called "Little Badger."

When the Diet was voting to censure Yoshida for hissing an impolite epithet at a heckler in debate, Little Badger led 30 abstaining Liberal members out of the hall to insure that the vote would go against the premier. Then, in a following vote of nonconfidence meant

to oust Yoshida, Big Badger lined up 22 Liberals to swing that vote against the old fox too.

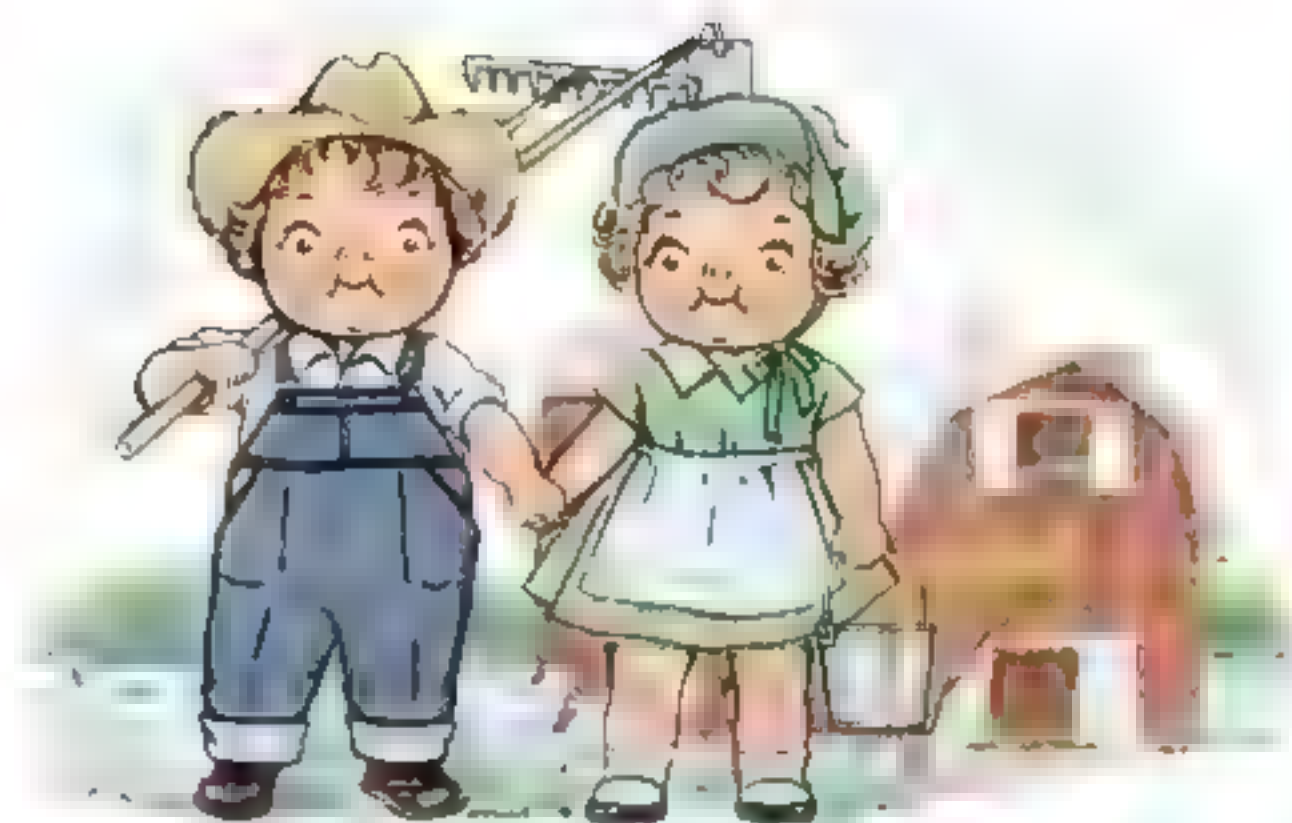
But Yoshida still had one more foxy trick to try. Before the last vote was taken he had already obtained a decree from Emperor Hirohito dissolving the Diet and calling for new elections. The Fox thus had one last chance, and a fairly good one, of winning out in his contest of cunning with the two busy badgers.

**AS YOSHIDA READS DECREE DISSOLVING DIET, MEMBERS OF OPPOSITION RISE ALONG WITH ADHERENTS TO CHEER HIM IN AN EFFORT TO MAINTAIN "FACE"**





# Where the Chicken's Plenty and the Cream is Rich



No wonder old-time farm cooking  
created this fine soup

...tender pieces of CHICKEN  
...heavy WHIPPING CREAM  
...full-flavored CHICKEN STOCK



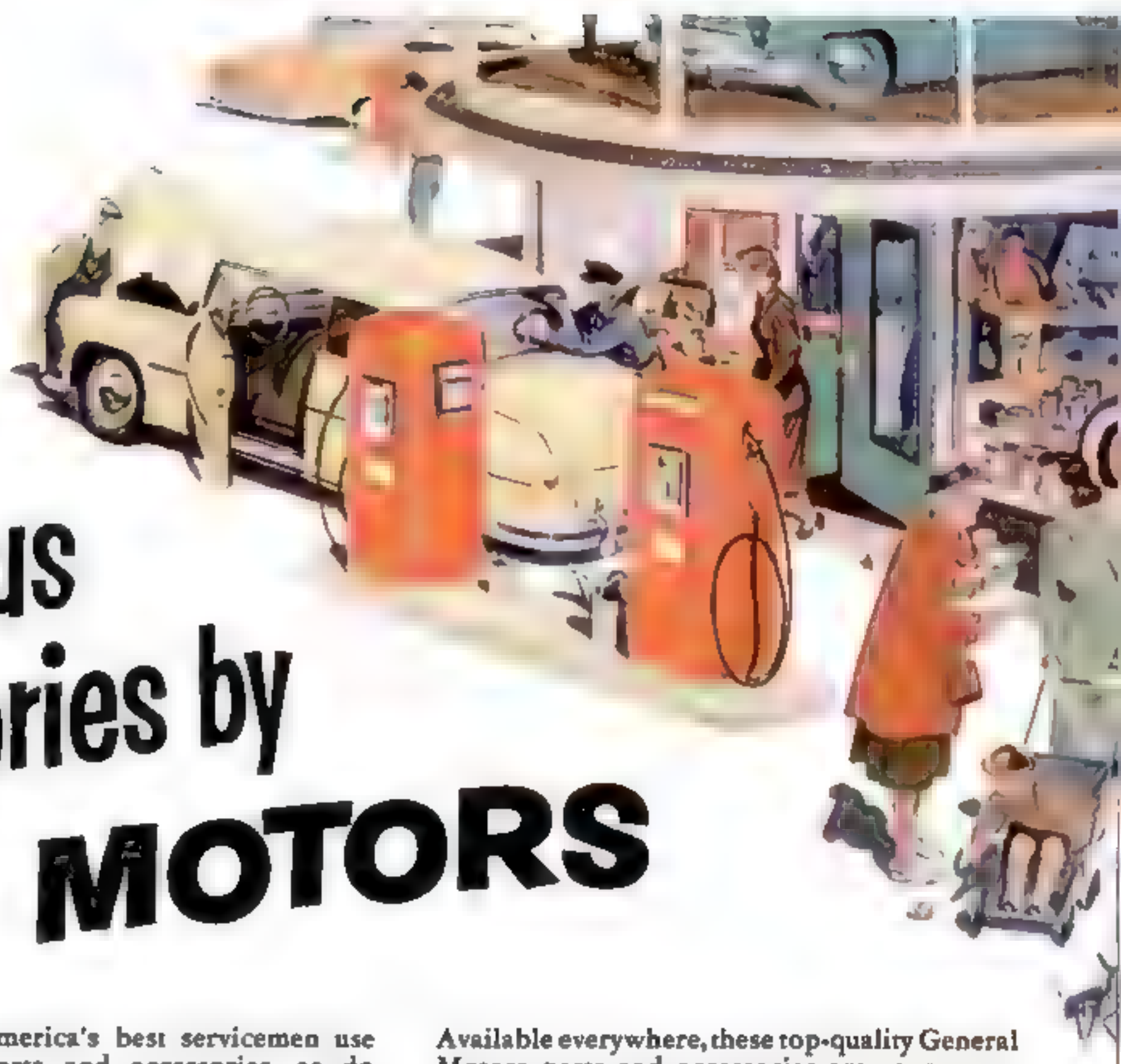
In sunny farm kitchens of long ago—where the chicken and cream were plentiful—good home cooks created this delicious, substantial soup.

Today, in making Campbell's Cream of Chicken Soup, an equally generous hand is used. To a slow-simmered chicken broth are added heavy whipping cream and tender pieces of chicken, with a garnish of celery. Result—a soup rich with chicken ... smooth with cream ... and in only a few years, one of Campbell's most popular soups. Is it on your soup shelf?

Campbell's **CREAM** OF CHICKEN SOUP



# America's best servicemen use these world-famous parts and accessories by **GENERAL MOTORS**



It's true . . . America's best servicemen use these quality parts and accessories, as do the builders of today's finest cars, trucks, buses and tractors. Here are the great names in the automotive equipment field. Here are the products of tested and proved performance that help keep millions of vehicles rolling.

Available everywhere, these top-quality General Motors parts and accessories are your assurance of outstanding performance regardless of the type, make or model of vehicle you drive. So see that you get America's *finest* parts and accessories. Servicemen from coast to coast prefer them!



## **MORAINE** Engine Bearings

The name that stands for highest quality and performance in engine bearings! Products include Moraine Type 100 bearings specifically developed for modern high-compression engines. In overhauling engines, your top servicemen use Moraine bearings.



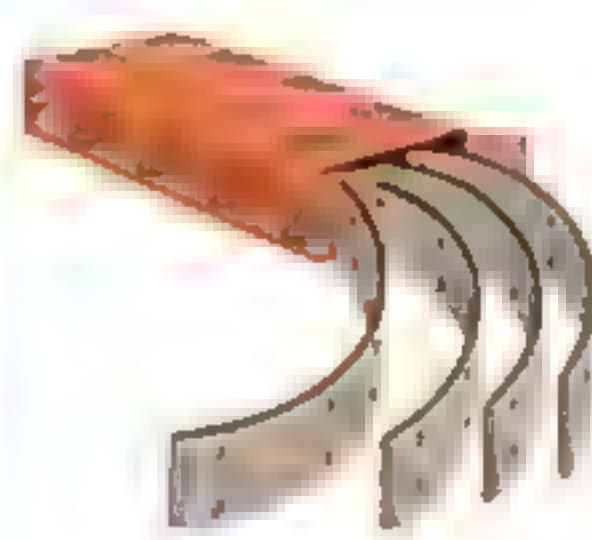
## **Saginaw** Jacks

Saginaw, famous in the automotive industry for its contributions to improved steering, has applied its recirculating ball principle to the development of a better mechanical jack. Saginaw jacks are operated almost effortlessly—won't slip or spin when the car is lowered.



## **HARRISON** Radiators

In 1910, Herbert C. Harrison produced the first practical radiator core design—founded the Harrison Radiator Corporation in 1918. Today the world's largest producer of heat transfer devices, Harrison makes radiators and heater cores for leading cars, trucks and buses.



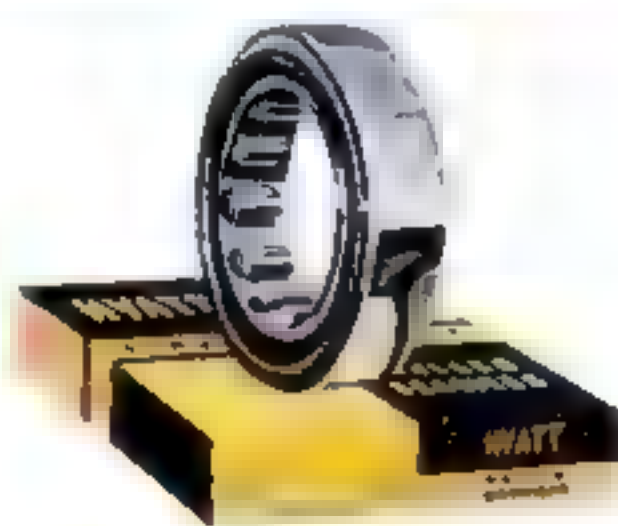
## **INLITE** Brake Linings

Famous among servicemen for reliable performance, Inlite brake lining is specially compounded for each braking system and engineered for each vehicle. Inlite brake lining, original equipment on many fine cars, offers extra miles of safe, smooth, chatter-free stops.



## **NEW DEPARTURE** Ball Bearings

New Departure, America's oldest and largest ball bearing manufacturer, produces some 75 per cent of the nation's requirements. Using an electric furnace alloy steel and a special heat-treating process, New Departure produces bearings of exceptional strength and efficiency.



## **HYATT** Roller Bearings

The *original* roller bearings! For over 50 years, Hyatt roller bearings have been the choice of leading servicemen throughout the nation. High-load capacity and quiet, smooth operation make Hyatt bearings ideal for all cars, trucks, buses, tractors and off-the-road vehicles.



## **DELCO** Batteries

The nation's No. 1 battery—preferred by vehicle users, automotive manufacturers, and engineers. Famous for dependable starting and long life. Both 6- and 12-volt Delco batteries. Always replace with a Delco. Available for cars, trucks, buses and tractors.



## **Delco-Remy** Starting, Lighting, Ignition

Delco, founded by C. F. Kettering to develop his invention of the first electric starter, and Remy, pioneer in ignition systems, combined operations to become leaders in manufacturing automotive electrical equipment. For more than 25 years, Delco-Remy has led in its field.





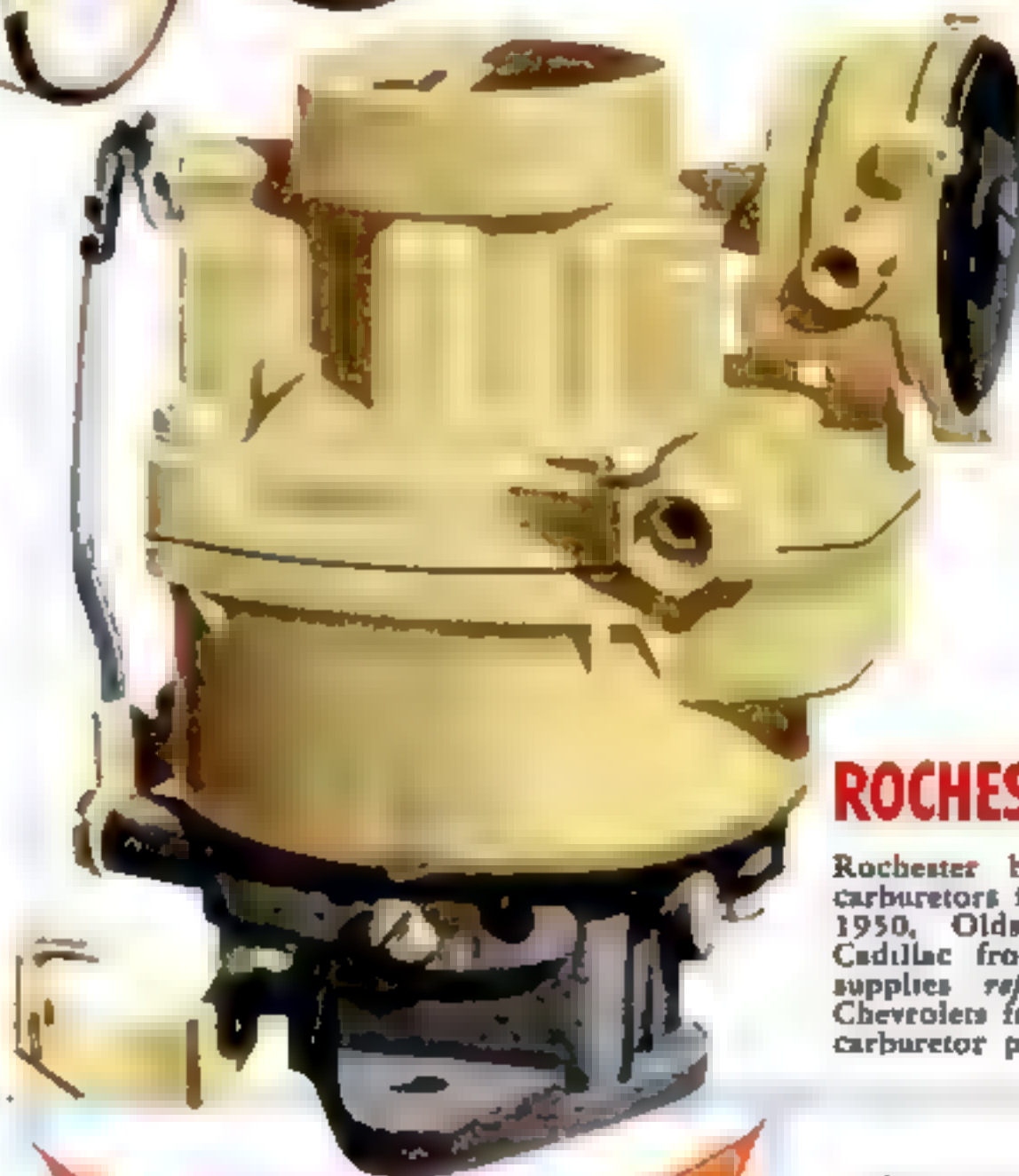
## Guide Lamps

For over a generation, Guide has built lamps and accessories for cars, trucks, buses and tractors. Guide accessories include signal devices, fog lamps, spot-lamps, traffic viewers and mirrors. Guide sealed beam headlamps are original equipment on many fine cars.



## DELCO Brake Parts and Fluid

For brake repairs and service, leading servicemen use Delco brake products. These include Delco Super 11 heavy-duty brake fluid, preferred for its high resistance to heat developed under today's severe operating conditions, plus brake repair kits and lined brake shoes.



## ROCHESTER Carburetors

Rochester builds original equipment carburetors for Chevrolet starting with 1930, Oldsmobile from 1949 and Cadillac from 1951. Also, Rochester supplies replacement carburetors for Chevrolets from 1932. For outstanding carburetor performance, it's Rochester!



## HARRISON Thermostats

Another great name in the automotive field! America's foremost manufacturer of thermostats for cars, trucks, tractors and buses. Regardless of the time of year, Harrison thermostats effectively control engine temperature—maintain operating economy. Rely on a Harrison!



## DELCO Shock Absorbers

For more than 25 years, the best-known name in shock absorbers! Delco shocks are famous for riding comfort and durability. Here are the quality shock absorbers for replacement in cars, trucks and buses. More than half of America's car owners ride on Delco shock absorbers!



Other UNITED MOTORS AUTOMOTIVE LINES ..

**MORaine** GASOLINE FILTERS  
**KLAXON** HORNS  
**DELCO** RADIO PARTS  
**AC** GAUGES, SPEEDOMETERS  
**DELCO** CLOCKS  
**ROCHESTER** CIGAR LIGHTERS  
**DELCO** AUTOMOTIVE MOTORS



GENERAL MOTORS PRODUCTS

GENERAL MOTORS



UNITED MOTORS LINES



# When you know your beer

## ...IT'S BOUND TO BE **BUD**



Budweiser's superiority isn't a hollow claim or twentieth-century magic. Budweiser is still produced by the *costliest brewing process known*. There is no other way to create the distinctive taste that has pleased more people, by far, than *any other beer in history*.

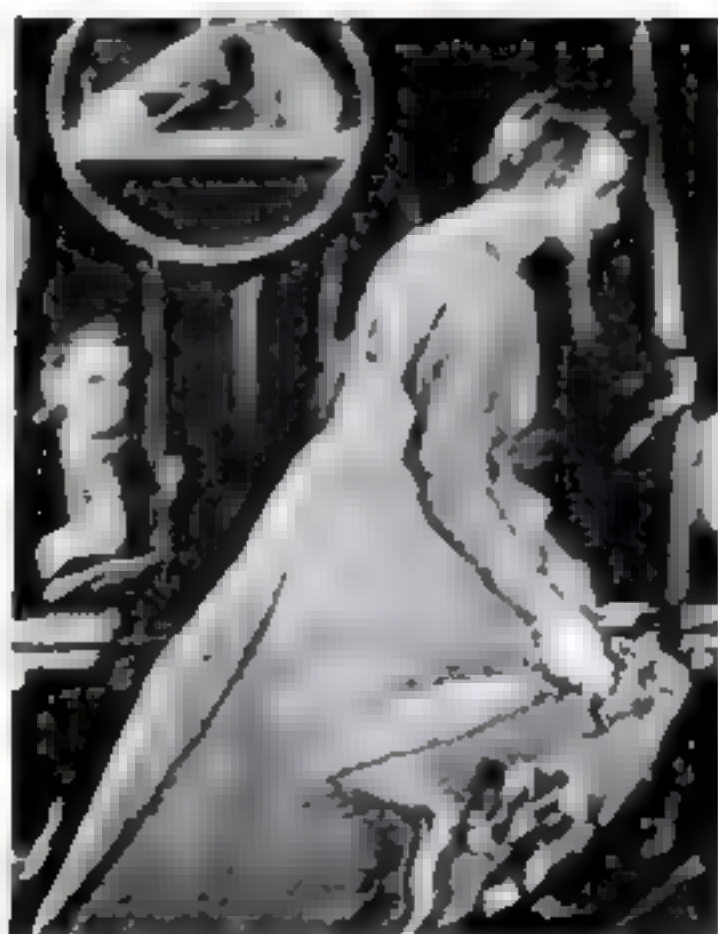
Order  
**Budweiser**  
Today

ANHEUSER-BUSCH, INC.  
ST. LOUIS, MO. NEWARK, N. J.



When you know your beer...  
It's bound to be BUD





**SHIRLEY HURRIES** from her stage hit *The Time of the Cuckoo* and rushes up the stairs to the stage of the International Theater in New York when her

award is announced, stumbles over the long dress and recovers herself with a pretty smile to receive long-distance Oscar from Ronald Colman in Hollywood.

## OSCAR ON TV

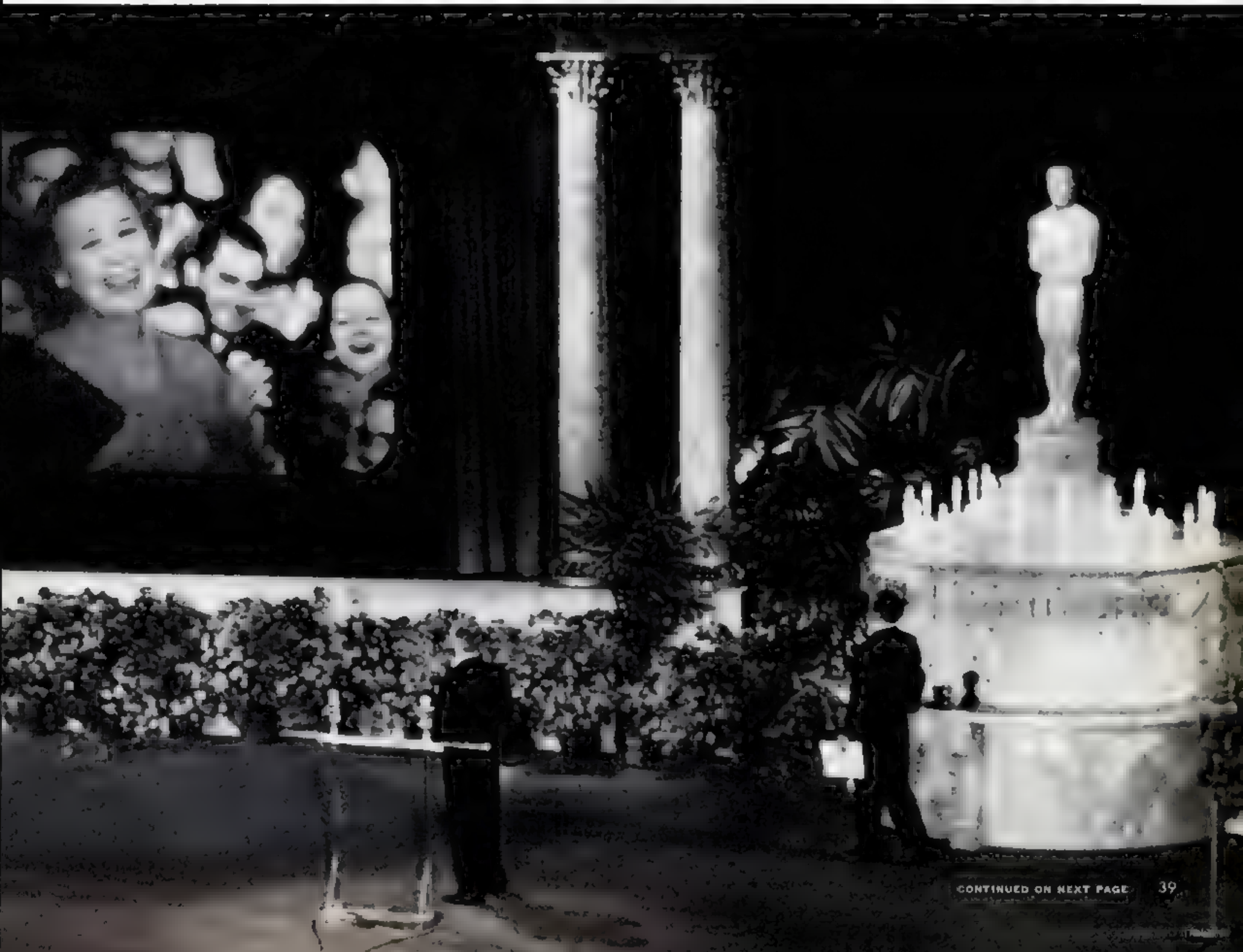
Hollywood turns to deadly rival  
to publicize its Academy awards

The Academy of Motion Picture Arts and Sciences gave its 25th annual awards ("Oscars") under circumstances described in Hollywood as a shotgun wedding. The prize-winning movie talent, at Hollywood Pantages Theater and New York's International Theater, provided the bride. The unmannerly bridegroom was television, which bought rights to the ceremony for \$100,000, used it for a 1½-hour show

which presumably kept millions of TV-viewers from going to the movies that night.

For most viewers the most enjoyable part of the show was provided by Shirley Booth (*LIFE*, Dec. 1). Receiving the only award the critics wholeheartedly favored—Best Actress, for her role in *Come Back Little Sheba*—Miss Booth tripped on her way up (*above*) but took her Oscar smiling (*below*) from Fredric March.

RONALD COLMAN, ANNOUNCING PRIZE, AND BOB HOPE (RIGHT), MASTER OF CEREMONIES, TURN TO TV SCREEN TO SEE SHIRLEY ACCEPTING 3,000 MILES AWAY







1. Blasé Bob, sophisticate, had been 'most everywhere. He stepped into the Statler with a condescending air. Said he, "I'm past the point where I am easily impressed—I wonder if it's true that here one *really* is a guest?"



2. "Whoever planned my Statler room has done things rather well. A lot of thought's gone into it, as one can plainly tell. It's really quite luxurious—it has a lot of style." He tested out the Statler bed, and almost tried to smile.



3. "I've bathed in Paris, bathed in Rome, in Sweden and Japan— But *here's* a bath to titillate the cultivated man! Those towels have a richness and a softness past compare—I've never known such comfort in my travels anywhere!"



4. What really won him over was the famous Statler food. "Princely viands! Sparkling wine! They're *perfect* for my mood! And when it comes to service—well, these Statler folks know how!" He lost his poise and squealed an unsophisticated "Wow!"



5. And when he found that Statler was right in the heart of town, His air of deprecation was completely broken down. "Egad!" he shouted gleefully, "It's great in every way! Why, folks, the Hotel Statler is the *perfect* place to stay!"



STATLER HOTELS, NEW YORK • BOSTON • BUFFALO • DETROIT  
CLEVELAND • ST. LOUIS • WASHINGTON • LOS ANGELES

ANOTHER GREAT NEW STATLER—HARTFORD  
OPENING SUMMER, 1934





**EAGER ARRIVAL** at the Pantages Theater was TV Actress Sandra White. She lost her wrap-around

slip in the rush at the entrance, in a bit of drama missed by the TV cameras. She quickly recovered it

## IT WAS OLDTIMERS' DAY AT THE PANTAGES

Apart from Miss Booth the show did not come generally up to TV professional standards. Rain-dampened celebrities arrived in glory (*above*), but for once in their lives they had to arrive in time, to meet television schedules. On the stage of the Pantages the accent was on nostalgia.

Award for the best actor of the year went to Gary Cooper (*High Noon*), who like the Academy itself has just passed his 25th year in the business. Award for the best movie of 1952 went to *The Greatest Show on Earth* of C. B. DeMille, who has been making movies since 1912.

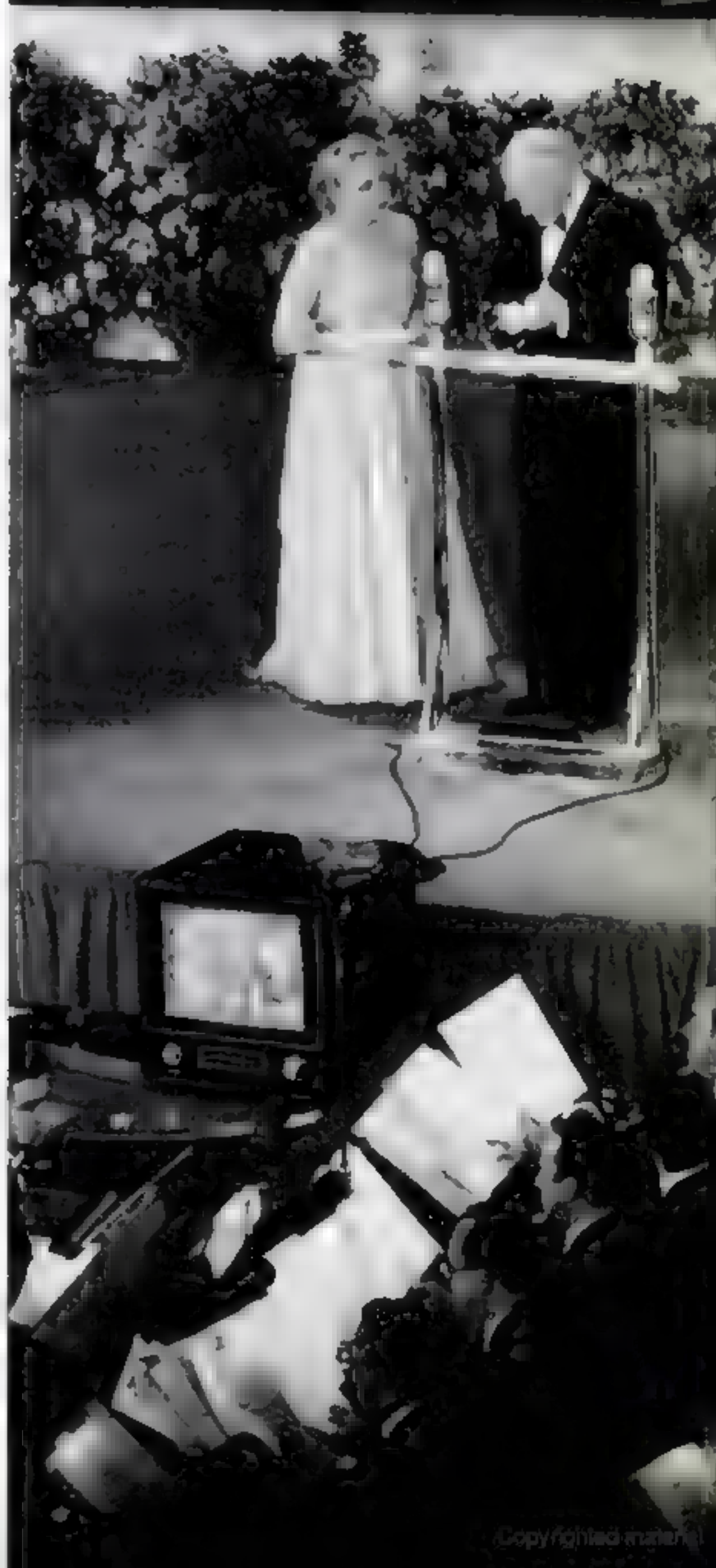


**NON-WINNER** John Wayne holds the Oscars he accepted for absent Cooper and Director John Ford.



**WINNER** Gloria Grahame clutches award for Best Supporting Actress (in *The Bad and the Beautiful*).

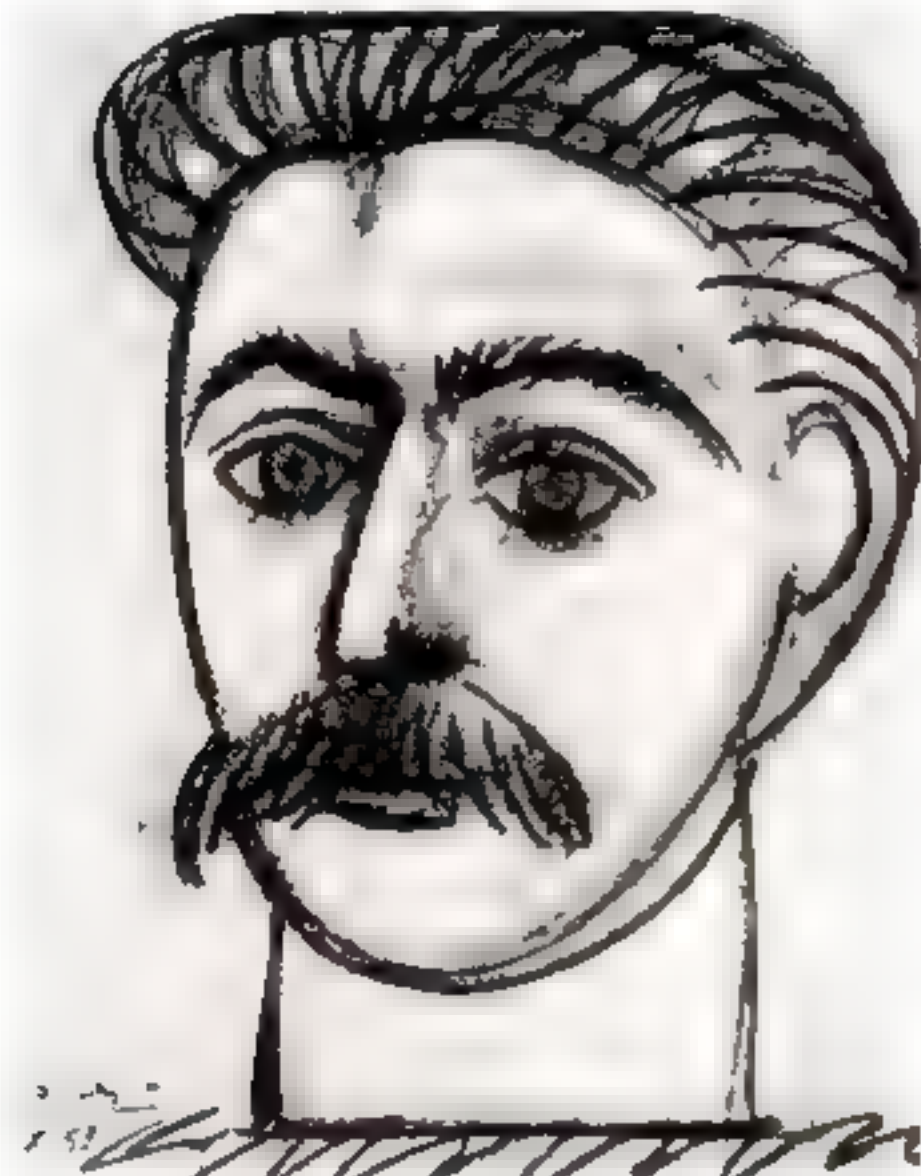
**IN TRIPLE EXPOSURE** award made by Marv Pickford to DeMille is seen on the stage, on a big-screen TV over stage and on small TV which cued orchestra. →





# LIFE ON THE NEWSFRONTS OF THE WORLD

Picasso's Stalin fails to please, Dulles sticks up for Bohlen and Miss Safety Queen gets reckless



THE "IMPROPER" PICASSO PORTRAIT

Artist Pablo Picasso, creator of the Communist peace dove, did his bit for the Stalin obituaries by sketching a portrait of the dead dictator for the French Communist weekly, *Les Lettres Françaises*. But Picasso's double-chinned, walrus-mustached portrait was so unflattering that a Soviet representative called it "improper" and the party secretariat "categorically disapproved." The weekly's editor abjectly apologized but Artist Picasso, refusing to knuckle under to Communist Picasso, said, "It is customary to thank people who send wreaths, even if the flowers are somewhat faded."

Two American newsmen, Richard Applegate of The National Broadcasting Company and Don Dixon of International News Service, were reported captured by Chinese Communists. British naval observers on Ian Tao Island near Hong Kong saw a Red gunboat towing a sailing yacht flying an American flag toward Communist territory. The yacht was Applegate's ship which had set out that morning for Macao.

## Dulles wins an 'acid test'



BOHLEN

Russia irritated Senators Styles Bridges, Pat McCarran and Joseph McCarthy because Bohlen had been associated with the Yalta agreements and the Truman-Acheson regime. But Dulles went before the Senate Foreign Relations Committee and won a 15-0 approval with

The new administration, which has been accused recently of letting Congress dictate to the State Department, showed last week it did not intend to be pushed around. Secretary Dulles' selection of Career Diplomat Charles Bohlen as the Ambassador to

his firm testimony that Bohlen was loyal, dependable and highly qualified for his new post. When Senator McCarran said the Bohlen case would be the "acid test" of Republican campaign promises, Dulles snapped back that it was "an acid test of the orderly processes of our government."

*The Office of Price Stabilization threw a farewell "cemetery" party for itself in Washington to bury the "corpse" of price controls. By executive order the government decontrolled steel and machine tools, thereby removing the last of the price controls instituted back in January 1951.*

## Sixty days on phony air

After being penned up in a submarine which never left its New London, Conn. mooring, 23 men emerged for their first breath of fresh air in 60 days. Thanks to a machine which provides an artificial atmosphere, they had proved that it will be possible to take long-range underwater cruises in atomic subs. And, thanks to an ultra-violet lamp, many of the 23 had sun tans after two months of sunless days.

The U.S. has finished counting up its \$23 billion worth of gold bricks (LIFE, March 2) and has found them all present. Silver bullion and coins were also where they ought to be. But in an audit of foreign currency and securities \$10 turned up missing.



MISS SAFETY HOBBLING INTO COURT

Elaine Aiken, Miss Safety Queen of 1952, appeared in court to pay fines for 1) driving without a license, 2) failing to stop at an intersection, 3) driving the wrong way on a one-way street. Hobbling on crutches, Miss Safety Queen said she would have come to court sooner, but had been hospitalized by an ankle she had fractured while sking.



HERBERT, THE RUBBER BALL VICTIM

Herbert, the only walrus in captivity in the U.S., was expected to reach 3,000 pounds when full-grown, for at the age of 2 he was eating everything in sight and gaining 50 pounds a month. But last week a thoughtless visitor to New York's Bronx Zoo threw Herbert a rubber ball. Herbert gobbled it up and died a few days later of intestinal obstruction. Final weight: 958 pounds.

## Malenkov loses one job, keeps two

It became clear that Georgi Malenkov was not Stalin's only heir when Moscow announced that he would not be the Secretary General of the Central Committee of the Communist Party. Instead, a secretariat has been formed to take over the position that once gave Stalin the control of the party machinery necessary for complete power. Though the move indicates the new government is now less concentrated in one man, Malenkov in Stalin's other roles as premier and chief of the party presidium is still the most powerful man in Russia.

Thirteen-year-old Lawrence Young of Alexandria, Neb. took his television so seriously that when his aunt forbade him to watch it, he killed her, his sister and the family dog with a .22 rifle. The sheriff caught him at a neighbor's house, watching TV.

## Sewell Avery is still stubborn

Stubborn Sewell Avery, Montgomery Ward's chairman who once had to be carried out of his office by the U.S. Army (LIFE, May 2, 1949), has refused to expand his company on the theory that a depression is inevitable. Last week, in a flurry of trading, Montgomery Ward stock rose several points because Avery was rumored to be 1) retiring, 2) very ill, 3) changing his mind about expansion. Avery soon scotched the boom by saying he was still in command, still healthy, still expecting a depression.



# Easy Easter Fun Fare...

*Quick-chick cutouts to garnish your*  
**SWIFT'S PREMIUM HAM**



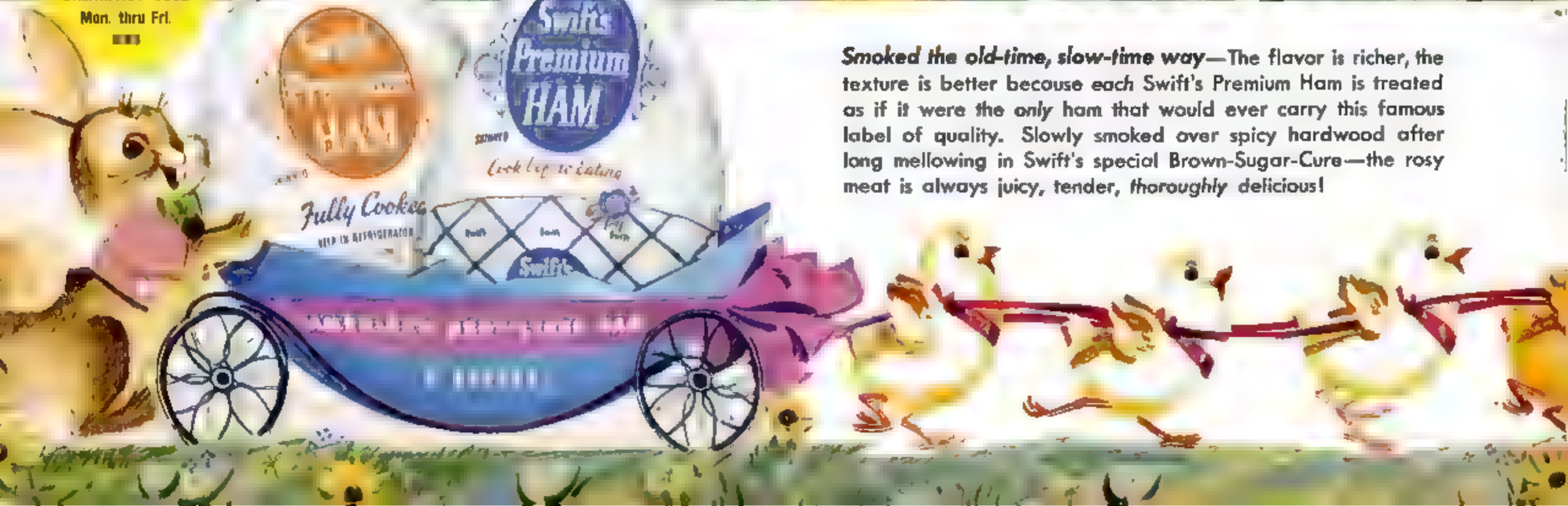
**Free!**

*at your Swift dealer's*

See what Swift has hatched up for your Easter dinner! Sunny little chick cutouts to peek out of "egg shells" you make by stuffing lemon halves with mashed sweet potatoes. Get yours free from Swift dealers. They're featuring Swift's Premium Ham for Easter—better order now.



Laugh with  
DON McNEILL'S  
BREAKFAST CLUB  
Mon. thru Fri.  
11:30-12:30 PM

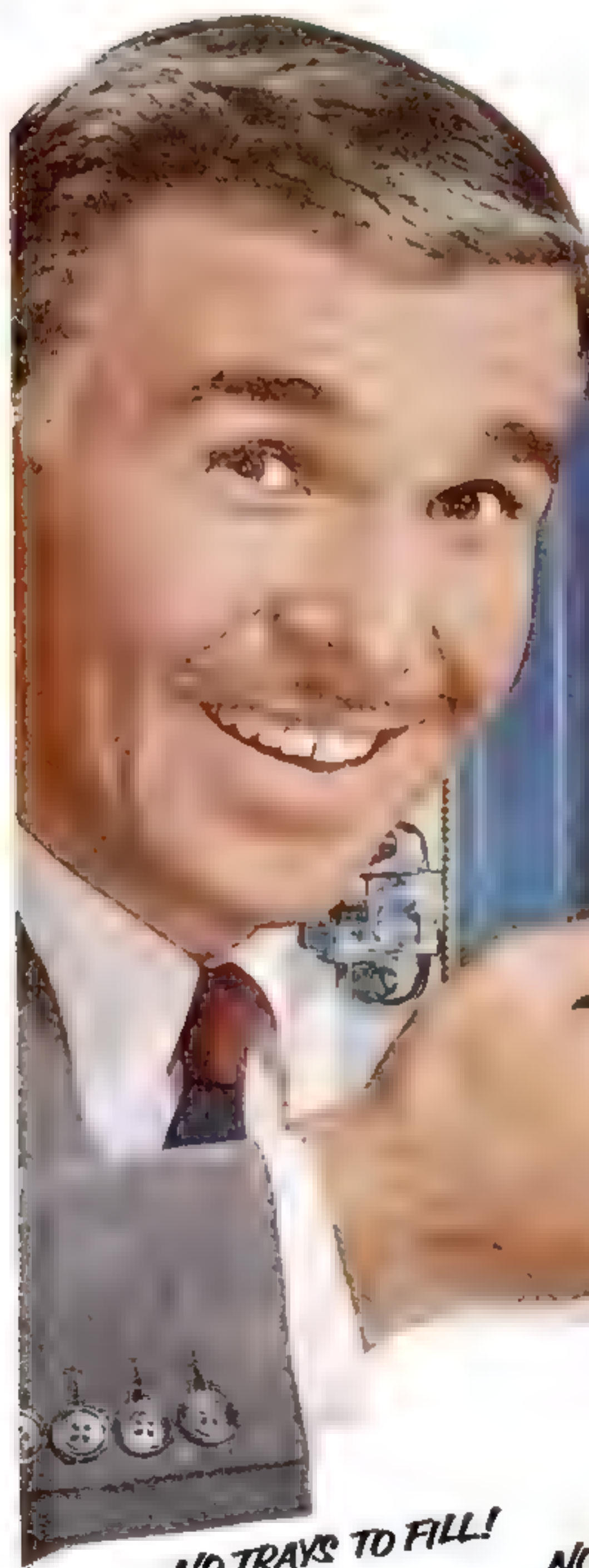


**Smoked the old-time, slow-time way**—The flavor is richer, the texture is better because each Swift's Premium Ham is treated as if it were the only ham that would ever carry this famous label of quality. Slowly smoked over spicy hardwood after long mellowing in Swift's special Brown-Sugar-Cure—the rosy meat is always juicy, tender, thoroughly delicious!



# SERVEL - WORLD'S FIRST AND

## Makes Ice



STARTS ITSELF!

REFILLS ITSELF!

STOPS ITSELF!

Servel Refrigerators  
start as low as

**\$219<sup>95</sup>**

Models for every family! Prices for every budget! Sizes from 6 to 11½ cu. ft.

NO TRAYS TO FILL!



NO TRAYS TO SPILL!



NO TRAYS TO EMPTY!



OR FORGET TO REFILL!





ONLY REFRIGERATOR THAT —

# Cubes Without Trays!

AND PUTS 'EM IN A BASKET

ALL AUTOMATICALLY!

**Just reach in** —and help yourself to cubes! No muss, no fuss! Everything's automatic!

**They're super-cubes!** Big, dry, super-cold IceCircles! Loose, ready-to-use! Always full size—last longer!

**Continuous supply!** You take 'em out—Servel puts them back! Keeps refilling the basket automatically—night and day!

**Plenty for parties!** It's fun to harvest IceCircles when there are no trays to monkey with!

**Won't stick together** —even during automatic defrosting! Just pick 'em out—one at a time or by the handful!

**No slop! No mop!** Gone are the messy, drippy ice cube trays! No more puddles on your kitchen floor!

THE MOST SENSATIONAL ADVANCE IN HOME REFRIGERATOR HISTORY!



**EITHER  
GAS OR ELECTRIC**

Only Servel gives you your choice!  
1. SILENT DEPENDABLE GAS MODELS  
2. NEW! ELECTRIC COMPRESSION MODELS  
WITH HERMETICALLY-SEALED UNITS!  
3. MOTORLESS ELECTRIC MODELS

IT'S **3** GREAT APPLIANCES IN!  
**REFRIGERATOR  
PLUS FREEZER  
PLUS ICE MAKER!**

Don't buy any other refrigerator until you see the new Servel! Only Servel gives you the revolutionary new Automatic Ice-Maker! Only Servel offers you an *all deluxe* line, with every wanted feature including Automatic Defrosting . . . 80-pound Freezer Compartment . . . Butter Keeper . . . Roomy Door Shelves . . . Removable Egg Nests . . . Cheese Chest . . . Step-Saver Door Handle . . . plus dozens more — all backed by the longest strongest Warranty you'll find anywhere in the Industry! Don't miss the refrigerator marvel of our time! See your Servel Dealer! Be the first in your neighborhood to own this miraculous new kind of refrigerator!

**The  
NEW** *Servel*

**AUTOMATIC ICE-MAKER  
REFRIGERATORS**

GAS OR ELECTRIC

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CONDITIONING...



Refrigerators



Home Freezers



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All-Year Air Conditioning Systems



"Electric Wonderbox"

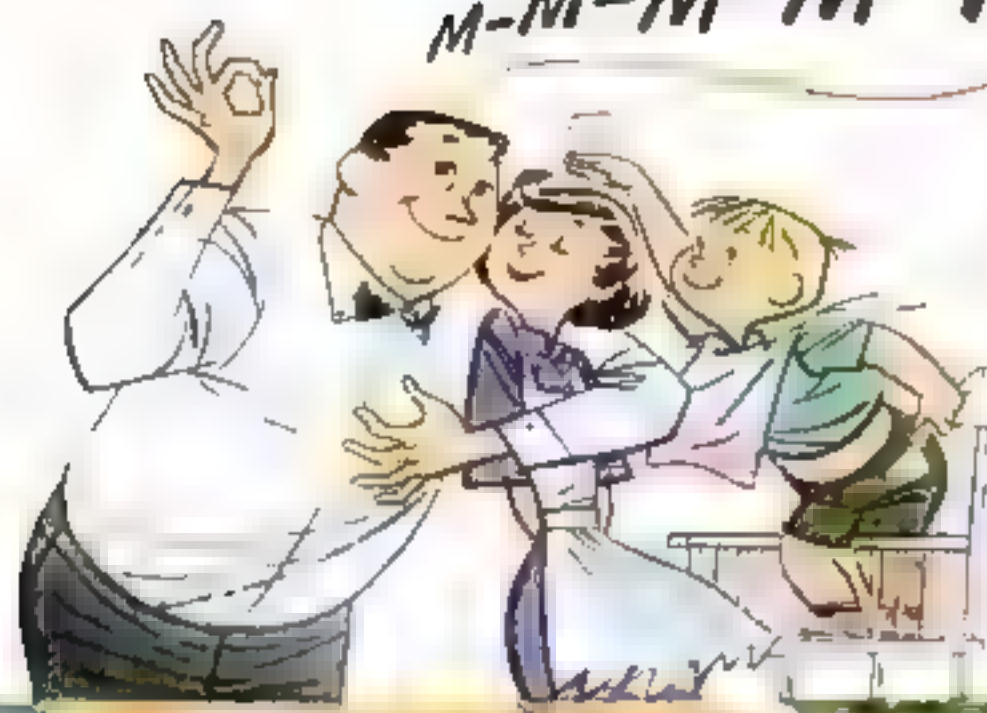


Water Heaters



# M-M-M-M-MEAT LOAF

M-M-M-M-Made with



## MEAT LOAF—Hunt Style

You'll be lucky if there's any of this meat loaf left over for sandwiches the next day. That's how good it is! Brimming with flavor only Hunt's Tomato Sauce can give it.

Hunt's is a deliciously spiced cooking sauce. Not a soup, not thickened with starch. It makes your best recipes even better. For this recipe you need:

1½ lbs. ground beef 1 egg beaten  
1 cup fresh bread crumbs  
1 medium-sized onion, chopped  
1½ tsp. salt ¼ tsp. pepper  
½ can Hunt's Tomato Sauce

Lightly mix ingredients and form a loaf. Place in shallow pan in moderate oven (350°). While it's starting to bake, com-

bine the following to make your prize-winning tart-sweet gravy:

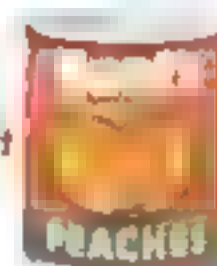
½ can Hunt's Tomato Sauce 2 tbsp. vinegar  
2 tbsp. prepared mustard 1 cup water  
2 tbsp. brown sugar or molasses

Pour over meat loaf in oven; continue baking 1½ hours longer. Tasting occasionally. Serve with Hunt's Cut Green Beans to 6 lucky people!

Be sure you use Hunt's Tomato Sauce. It's all tomato, velvety smooth, little seasoned with fine spices and seasoning.

Keep several cans of low-cost Hunt's on hand. Add its marvelous flavor to your stews, soups, casseroles, spaghetti, fish dishes, and leftovers.

For breakfast or dessert



Hunt's Heavenly Peaches

## Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.





**BLINDED MOTORIST** Saul Goldstone, 35, is still in the hospital. He claims he paid off cops on previous speeding tickets. Village is speed trap.

## MAYOR IS ROUGH ONCE TOO OFTEN

### Official gets in trouble over blinding motorist

Until last week, the 3,000 residents of Bedford Heights, a Cleveland suburb, had not been much concerned over their chunky, belligerent, 30-year-old Mayor Robert E. Willeford—even though he'd recently slugged a councilman who accused him of using village labor and material to make improvements on his own home. But last week a mob of angry citizens stormed village hall to demand Willeford's resignation.

At 4:30 one morning Mayor Willeford, who frequently prowls with a cop in a police car in search of speeders, was present when a motorist named Saul Goldstone was flagged down and accused of doing 55 mph. When Goldstone protested that the police car was ahead of him, thus could not have clocked him, he was threatened with immediate arrest. Then Goldstone locked himself inside his car. Mayor Willeford waited. When Goldstone rolled down the window, Willeford exploded a tear gas shell in his face from a distance of two feet.

Taken to the hospital, Goldstone by week's end was still blind in one eye, and barely able to see light with the other. Willeford, facing down the enraged crowds at a village meeting, protested that he had done no wrong, insisted that he would run for re-election next fall.

**INDIGNANT MAYOR** at council meeting defends his action as justifiable, says that Goldstone used profane language, violators ought to be punished.



**AROUSSED VILLAGERS** storm closed meeting to demand mayor's removal. Ohio Governor Frank Lausche says he lacks the power to fire Willeford.





# Delightful new story book for little boys and girls

**E**VERY CHILD will enjoy (and learn from) this unusual little book, "Nurse Nancy." In it, Nancy plays nurse for her brother and many of the boys in the neighborhood.

How she patches up their bruises . . . applies first aid . . . and "nurses" them back to health is a charming story.

Your children will get many pleasant hours from this delightful story, and they'll learn how to take care of minor hurts.

## NURSE NANCY

by Kathryn Jackson  
Pictures by Corinne Malvern



AMSON AND SCHUYTER NEW YORK

BAND-AID  
Plastic Patch

BAND-AID  
Plastic Spot

BAND-AID  
Plastic Spot

BAND-AID  
Plastic Strip

BAND-AID  
Plastic Strip

BAND-AID  
Plastic Strip

Inside the book you will find 6 real BAND-AID Plastic Patches, Plastic Spots, and junior-size Plastic Strips. What a wonderful time your little girl or boy will have in their "play acting"—just like "Nurse Nancy" and her friends.

PICTURES BY CORINNE MALVERN

## Get Nurse Nancy

Today at your favorite store wherever books are sold.



"I can fix that,"  
said Nancy.



"Nurse Nancy" is a companion to "Doctor Dan," the famous Little Golden Book which has already won the hearts of more than 2 million small readers.

- The newest Little Golden Book, published by Simon and Schuster.
- Ideal for play acting.



THE CABINET: SEVENTH OF A SERIES

SECRETARY OF LABOR

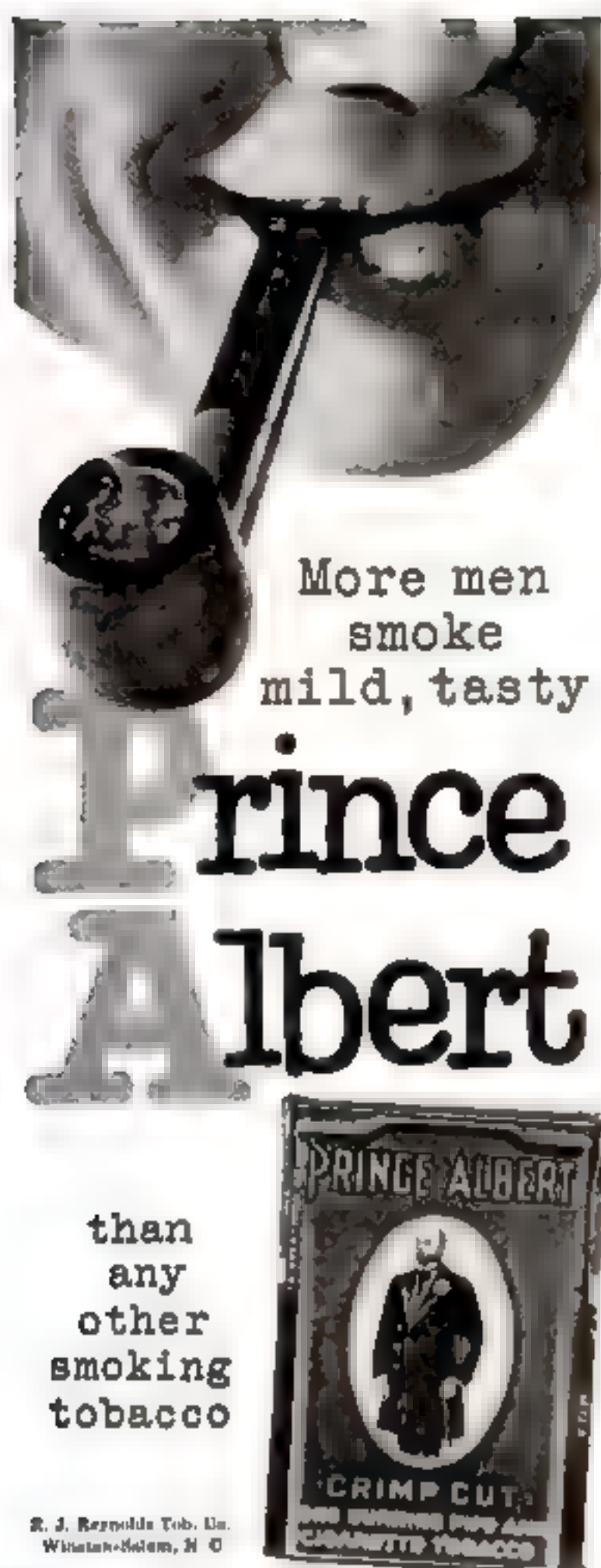
# MARTIN P. DURKIN

LABOR MAN IS ONCE MORE IN LABOR POST

Samuel Gompers, father of the American labor movement, complained to Congress that "wage earners are the only people in all the country whose special rights and interests have no voice in the councils of the President." Before long, on March 4, 1913, a bill for a separate labor Cabinet post was signed by President Taft. The first three Secretaries were a coalminer, an iron puddler, a railway yardman. Under Frances Perkins labor's voice grew thunderously loud. A Republican President has again tapped a laboring man—Steamfitter Martin Patrick Durkin—for the Secretaryship. Durkin, who helped celebrate a departmental anniversary with a cake bearing portraits of the Secretaries, faces as his stormiest problem revisions of the labor law bearing the name of the son of the man whose signature, 40 years ago, gave the department birth.








More men  
smoke  
mild, tasty

# Prince Albert


than  
any  
other  
smoking  
tobacco

R. J. Reynolds Tob. Co.  
Winston-Salem, N. C.

Here's the  
fastest way  
to the  
brightest shine



lanolize your shoes with  
**ESQUIRE**  
BOOT POLISH



In 9  
colors

Available  
in Canada

The Shoe Polish That CONTAINS LANOLIN



**DURKIN'S TROUBLES** came early in his Secretaryship when the group formed to advise him on Taft-Hartley collapsed over procedural question. Three members shown at table are John L. Lewis, Cyrus Clung and Durkin

## WAGES, WELFARE, INSURANCE AND INDEXES

The purposes of the Department of Labor, declared Congress in chartering it, "shall be to foster, promote and develop the welfare of the wage earners of the U.S., to improve their working conditions, and to advance their opportunities for profitable employment." In the department's 40 years the workers' huge advances have been forged mainly by organized labor, but the department has had a hand in paring the average working week from 49.4 to 41 hours, hefting the hourly wage from 22¢ to \$1.74 and slashing unemployment from 4% to 2.9% of the labor force.

Keeping the working man employed and administering help for him when he's unemployed last year devoured \$200 million of the department's \$293 million budget. This was spent in 1,800 local public employment offices and the federal-state unemployment insurance program. The department's 5,656 employees also enforce wage and hour laws, handle unemployment compensation for veterans, publish the critical Bureau of Labor Statistics consumer price index to which wages in some industries are now geared. They protect women and young laborers and administer job safety programs and in-job training of workers.

The rocklike man who now heads this program,

dedicated to union and nonunion labor, grew up with U.S. organized labor. An Irish immigrant's son, Marty Durkin became an apprentice steamfitter in Chicago in 1911—two years before the labor Cabinet post he now holds even existed. Thirty-two years later he was president of the A. F. of L. Plumbers and Pipe Fitters which today has 225,000 members. As business agent of Chicago Local 597, Durkin beat off Capone gangsters who were trying to take over the local—during this dangerous period insurance companies would not sell Durkin life insurance. For eight years he was director of the Illinois State Labor Department. His appointment to Eisenhower's Cabinet surprised many, including Durkin, a Democrat who voted for Stevenson. A deeply devout Catholic who never swears, smokes or drinks, Durkin has built a reputation for hard work and patience. "I don't believe Marty Durkin has raised his voice in 30 years," said a friend. There are few Secretaryships that make more relentless demands on patience than labor's, which is spent in the fervid air of labor-management conflicts and of conflicts between the two great bodies of labor which Marty Durkin would like, while labor's seventh Secretary, to see united.



**DURKIN'S PREDECESSORS**, ex-Secretaries Tobin and Perkins, meet with him at department's 40th birthday.



**DURKIN'S AIDES**, only two appointed, are Undersecretary Lloyd Mashburn (right), Solicitor Harry Routzahn.



QUICK LIKE A BUNNY  
MAKE THIS GAY

# EASTER EGG CAKE

— with Baker's Chocolate and Swans Down Yellow Cake Mix!



Here's the way to make this Happy Easter surprise!

Bake Swans Down Yellow Cake Mix in two 8-inch layers, following directions on package.

Make Easy Chocolate Frosting, using the recipe on the back of the package of Baker's Unsweetened Chocolate.



1. Cut each cake layer in two, about 1/4-inch off-center. This will make two large and two smaller pieces.

2. Place these four pieces together with frosting between them, the smaller pieces on the outside. Stand them upright, cut sides down, on a cake plate.



3. Trim the outside pieces at the top outer edges to help round off sides of cake for egg shape.

4. Then trim off lower ends of outside pieces, slicing diagonally, to give cake an oval shape at base.



Cover the whole mound with remaining frosting, filling in to make an egg shape. Decorate with white and tinted frosting and jelly beans. Make a nest of green-tinted Baker's Coconut around egg. To serve, cut across the egg, making four-layer slices of cake.

## Swans Down Golden Yellow Cake Mix

—for feather-light, moist and luscious cakes with real old-fashioned, home-baked goodness! Swans Down White Cake Mix and Swans Down Devil's Food Mix also make grand combinations with Baker's Chocolate, for different kinds of delicious, beautiful Easter Egg Cakes!



## Baker's Unsweetened Chocolate

—the favorite cooking chocolate of six generations of American cooks! No other chocolate can give you the distinctive chocolate flavor, the tantalizing aroma of world-famous Baker's Chocolate. It's tops for topping all Swans Down Cakes!



Products of  
General Foods





SCOOP! WHILE DELIGHTED HOUSEWIFE BEAMS APPROVAL, PHOTOGRAPHERS POSE AND PICTURE THE GREATEST KITCHEN "STEP-SAVERS" SINCE WATER WAS PUT ON TAP.

## WORLD'S FINEST MATCHING HOME FREEZER AND REFRIGERATOR

**New *Admiral* step-saving twins provide place and space for over 440 lbs. of frozen foods right in the kitchen.**

It's headline news for homemakers! *Admiral*'s dramatic announcement of matching food-keepers—and a completely new concept of food preserving convenience in the kitchen.

Now for the first time, there's a refrigerator and home freezer that work together. New twin-styled *Admirals* that work together to save you steps, time, money . . . and make freezer food storing in cellar, porch or garage a thing of the past.

Open up the double doors—peer inside. There's room

here for everything—all food—up to a 6 months' supply right in your kitchen.

See the trim new styling outside. Bulk is gone. *Admiral*'s new "miracle wall" construction trims inches off ordinary freezer size. Actually gives you *more* food space in *less* floor space, at *less* cost per cubic foot.

And notice how beautifully both units fit into efficient kitchen arrangement! The new *Admiral* Upright Freezer makes a perfect match with any of 3 *Admiral* refrigerator models. You can buy the one today, add the other later. Your choice of right or left hand doors.

Your choice, too, of both upright and chest-type Home Freezers—from *Admiral*. See them on display at your nearby *Admiral* dealer's today.



**NEW UPRIGHT DESIGN** gives new *Admiral* Freezer same easy-to-get-at convenience as a refrigerator. No need to bend or search for packages.



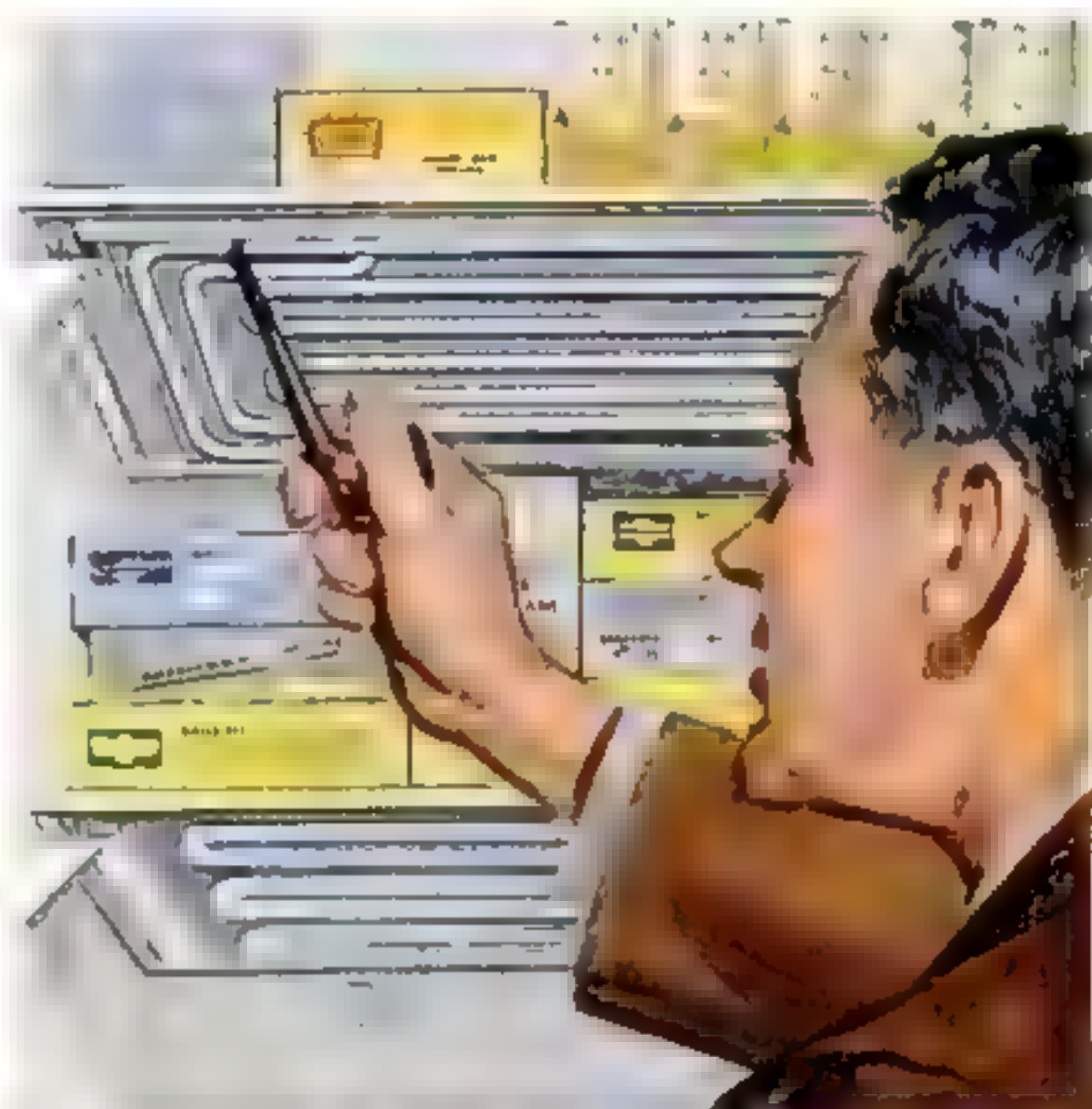


**NEW KIND OF FOOD STORE.** Matching Admiral pair brings you a Super Food Store that never closes . . . right in your kitchen. Just imagine. Room for 440 lbs. of frozen food plus the food

storage capacity of an 11 cu. ft. refrigerator. All in just 5 ft. of wall space. Notice how doors swing out for added step-saving convenience. Wonderfully different. It's never been possible before!

## Good things you'll enjoy with an Admiral freezer in your home

Tastier, more nutritious freezer foods always at the peak of goodness • Well balanced menus, more easily planned, more easily varied day by day • Quantity food buying at *sale* prices • Fewer crowded check-out lines for you • An end to bad-weather trips to the store • Canning with cold—clean, simple, easy—no waste, no expensive jars to buy • Fresh sun-rich fruits all winter • Better eating for a lot less money the year 'round



**FIVE FREEZERS IN ONE.** Five spacious storage shelves—each a freezing surface for faster freezing, more uniform cold. See the Lifetime Porcelain Enamel interior. Easier to clean. More sanitary. Highlighted by Admiral's Glacier Blue Trim.

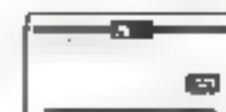
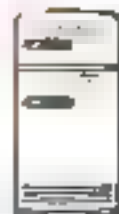


**COOKING WITH COLD.** Meal-making time is any time for this Admiral freezer-owning housewife. Snacks, sandwiches, pastries, entire meals can be prepared in advance, in quantity, for instant serving days later. Saves hours of preparation, oven expense, too.

On TV—See and hear Bishop Fulton J. Sheen, "Life Is Worth Living."  
See local paper for time and station.

# Admiral

REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS  
ROOM AIR CONDITIONERS • MOISTURE CONDITIONERS  
DEHUMIDIFIERS • TELEVISION • RADIOS





**EASTER SUNDAY**  
**APRIL 5**

REMEMBER HER WITH

*Whitman's*  
**CHOCOLATES**



*The finest box  
of chocolates  
in the world.*

1 lb. \$2.00    2 lbs. \$4.00



Newest of the new and smart as can be...

THE *Golden Flair*



In addition to the famous Sampler and the Golden Flair, there is a wide choice of Whitman's packages... Including Fruits and Nuts, Miniatures, Devon... In a wide price range.



Styled to the moment, this beautifully designed box is a fitting companion to the Whitman's Sampler. Each piece is a popular favorite of Whitman's Quality, selected to delight the candy connoisseur. Here is the box of candy sure to be America's choice at \$1.60—the new Whitman's Golden Flair.

1 lb. \$1.60    2 lbs. \$3.20

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

© 1931, 1933, STEPHEN F. WHITMAN & SON, INC., PHILA.





IN KNITTED CAP ALBERT EINSTEIN TAKES MILE-AND-A-HALF BIRTHDAY WALK FROM OFFICE IN PRINCETON'S INSTITUTE OF ADVANCED STUDIES TO HIS HOME

## GIFT ON A 74th BIRTHDAY

**Forsaking his privacy, Dr. Albert Einstein gives his world-famous name to a big new medical school**

Albert Einstein dislikes 1) lending his famous name to enterprises and 2) being given birthday gifts and parties ("Birthdays," he says, "are for children"). But last week, marking his 74th birthday, the great scientist made some exceptions. He agreed 1) to let Yeshiva University of New York honor him by calling its projected addition the Albert Einstein College of Medicine and 2) to attend a birthday luncheon celebration to raise funds for the new school.

For the occasion Einstein shed his characteristic baggy sweater and slacks, put on a gray suit. But he found it less easy to shed a lifetime of shyness. In an apprehensive moment before the celebration, he mused, "Even the ambassador from Mars will be there." The 100 distinguished guests were all from this planet, but Einstein felt light years away from relaxation anyway. Eying a large slab of roast beef, he exclaimed, "This is for lions." A triple-tier

birthday cake, presented to him by Cake Bakers Union Local 51, went unnoticed (it was delivered to his home later).

But if social amenities were lost sight of, the purpose of the occasion was not: it helped raise some \$3.5 million to build the \$10 million medical school. For the man who has changed nearly every major concept of space, time and energy it was a complex and difficult day. "I am glad it is over," he sighed, when finally it was.





**"HOOT MON!" BUY THE BEST  
AND SAVE MONEY, TOO!**

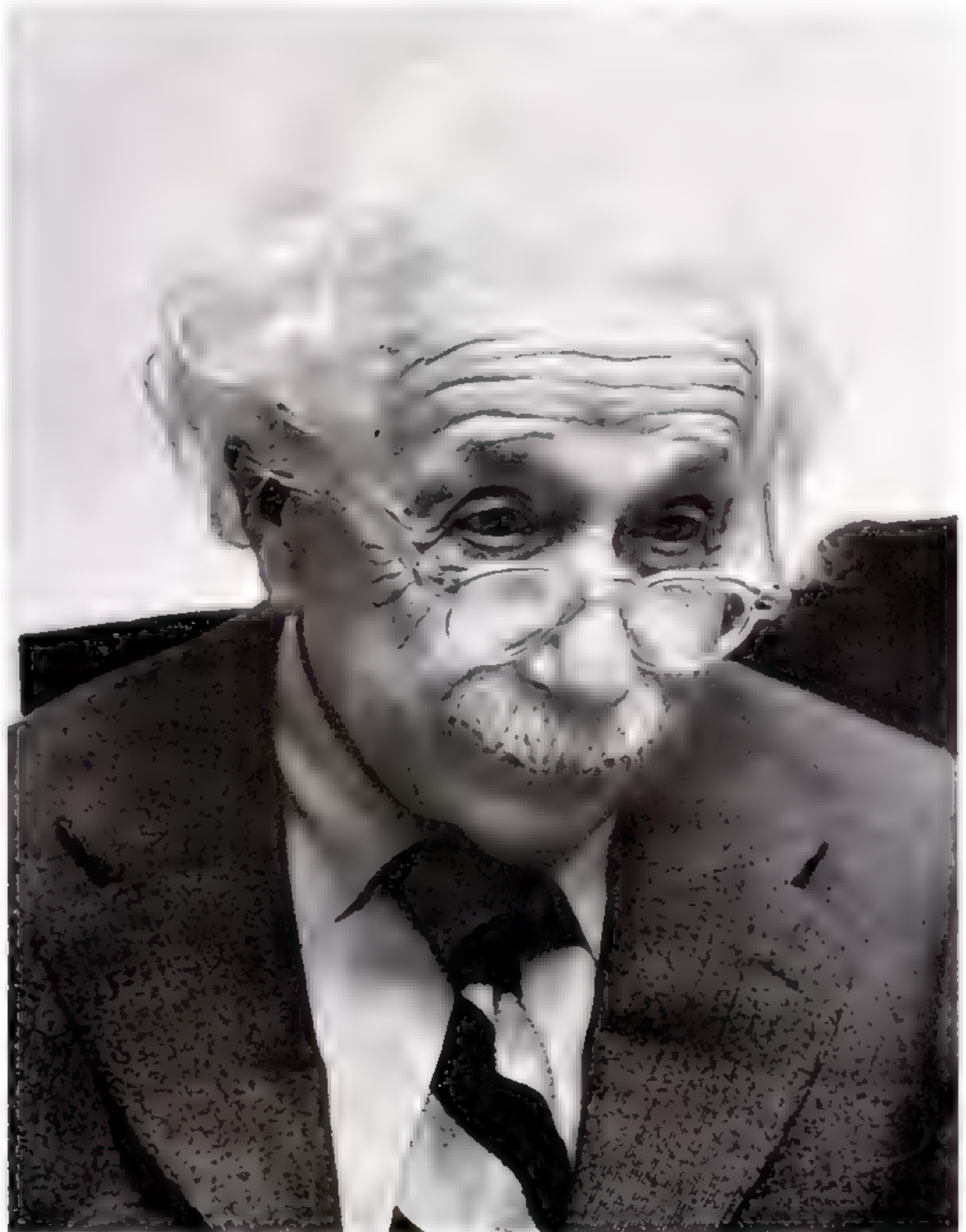


**NEXT TIME SERVE KING  
—IT'S THE BLEND THAT  
TASTES THE BEST!**



**FOR SMOOTHER, Milder,  
LIGHTER DRINKS STEP UP TO  
THE KING OF BLENDS!**

BLENDING WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.



**FAINT AMUSEMENT** breaks over his face as photographers, whom he calls "Licht Affen" (light monkeys),

move in on him after the birthday party. This picture was taken by New York Times Photographer Patrick Burns.



**BLIND TERRIER** Chico, 14, is petted by secretary and stepdaughter Margot, who make up Einstein's household.



**MODEL OF SCHOOL** is admired by Yeshiva's head Samuel Belkin and New York Attorney General Goldstein.



**GET NEW-TIRE SAFETY FOR AS LITTLE AS  
1/2 NEW-TIRE COST WITH GUARANTEED**

# Firestone

## FACTORY-METHOD NEW-TREADS



### THOROUGH INSPECTION

Before any work is done, the smooth tire is thoroughly inspected to be sure the tire body is not damaged. Only sound bodies are used for Firestone New-Treads.



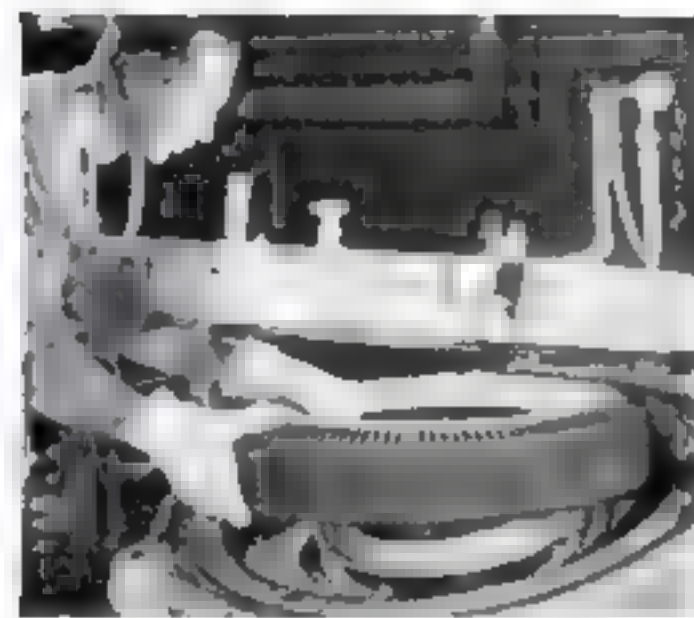
### DYNA-BALANCE BUFFING

The worn tread is precision-buffed, assuring perfect balance. Only a minimum of old rubber is removed to provide proper surface for the new rubber.



### ACCURATE TREADING

Same high-quality tread material as used in the manufacture of new tires is carefully applied to the buffed tread base by experienced craftsmen using modern equipment.



### SCIENTIFIC CURING

The newly-treaded tire is vulcanized or cured in a factory-type mold with time and temperature scientifically controlled to assure proper toughness and maximum mileage.



### FINAL INSPECTION

The inside and the outside of the tire are carefully inspected to insure safety. Note the sharp, clear non-skid tread is ready to deliver thousands of miles of extra service.



### NEW-TIRE GUARANTEE

Every Firestone New-Tread carries the same protective guarantee as a new Firestone tire, your assurance of highest quality and utmost safety of workmanship and materials.

**H**ERE'S GOOD NEWS for car owners who want to make their tires and their dollars go farther. In Firestone New-Treads, you get the same high-quality tread material as in new Firestone tires . . . the same non-skid tread design as in new Firestone tires . . . the same non-skid tread depth as in new Firestone tires . . . the same tread width as in new Firestone tires. You get all of these features **ONLY** with Firestone Factory-Method New-Treads.

So, if your tires are dangerously worn, go to your nearby Firestone Dealer or Store and have Firestone New-Treads applied to your present tires. Or, if you prefer, you can buy guaranteed tire bodies on which Firestone New-Treads already have been applied. Either way, you are sure to save money and you may save your life.



★  
America's Future  
Progress Depends on  
Better and Safer  
Highways  
★

**YOUR SAFETY IS OUR BUSINESS AT FIRESTONE**

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

Copyright 1953, The Firestone Tire & Rubber Co.



# Buzz, Jamie-Jo and the Scavenger Hunt



BUZZ

Our Scavenger Hunt won't get off the ground  
Unless a way is quickly found  
To make the writing on the clues  
As readable as the daily news.



MOM

I, too, type out for the P. T. A.  
The speeches I make each meeting day.

POP

On trips Royal Portable is fine  
For typing my reports, line by line.

ALL

The standard machine in portable size—  
"That's Royal! For us!" this family cries.



Terms as low as \$1.25  
a week. Liberal trade-  
ins. Choose Royal Tan  
or Royal Gray. See your  
local Royal Portable  
dealer now.

JAMIE-JO

Don't worry, my good Brother Buzz,  
No flopperoo, our Hunt, becuzz  
I'll use Royal Portable. Don't fear!  
The clues will all be crystal clear.

When "Magic" Margin goes to work,  
The typing flies without a quirk;  
With Speed-King Keyboard and "Touch Control,"  
Our job will really start to roll!



Every member of the family  
needs and uses—

**ROYAL**

World's No. 1 Portable


"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.





**20 FIRES IN A HOUSE: WHAT CAUSED THEM?** TURN PAGE





**RELIEVE THE  
PRESSURE PAIN  
of sore, aching muscles!**

**Listen to what doctors say about the ache and  
soreness that comes from overexertion!**


● Generally they'll tell you that muscular pain and stiffness may be largely caused by *pressure*. Sensitive nerves are irritated. Local areas become swollen and sore. And Nature's call for help is the *pain* you feel.

But there's no need to let this agonizing pressure pain "lay you up"! For wonderful relief, quickly, rub Absorbine Jr. on those sore, aching spots.

**Here's how Absorbine Jr. works:** It helps to *counteract* the pressure that may be causing your aches and pain. It also warms and soothes.

You start feeling better with amazing speed. So don't let sore, aching muscles catch you unprepared.

Get Absorbine Jr. today... keep it handy. It's used by thousands for quick comforting relief for sore muscles. Only \$1.25 a long-lasting bottle at all drug counters.



Use this famous method to relieve  
**THE PRESSURE of Rheumatic, Neuralgic Pain**

No need to suffer when rheumatic pain strikes! Doctors generally will tell you that neuralgic and rheumatic pain may be largely caused by pressure. Sensitive nerves are irritated. Local areas become swollen.

Rub Absorbine Jr. on the sore, swollen areas. This famous pain-chasing liniment warms, soothes, helps to *counter* pressure which may be causing your misery.



## ABSORBINE JR.

W. F. YOUNG, INC., SPRINGFIELD, MASS.

**Send for FREE sample today**

W. F. Young, Inc.  
204 Lyman Street, Springfield 3, Mass.

Please send me a Free sample bottle of Absorbine Jr.—postpaid.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

## House of Hazards CONTINUED



**PREPARING HOUSE** for demonstration, Chief Shields gets ready for exhibit to Butler County home safety group.

## HEEDLESSNESS IS THE CAUSE

The fires shown on the previous page all take place in a three-foot-high scale model of an American home. Every homeowner should be able to identify the kinds of fires they are and their causes. But since most householders are not properly aware of domestic hazards, they will not know the answers, which are given below with a drawing keyed by numbers to the picture of the house.

The model house is used by District Chief Carl J. Shields of Dayton, Ohio's Bureau of Fire Prevention to demonstrate and dramatize danger spots in the home. As he talks, Chief Shields touches one of the 36 switches set in front of the house. The switches are hooked up to a 30-volt circuit which is attached to resistor wires and which sets little fires. Chief Shields does not have a very high opinion of homeowners. "The man who smokes in bed poohpoos the risk," declares the chief. "Says he's been doing it for years. The woman who cleans clothes with gasoline claims she's careful, there's no danger." It is this heedlessness, says the chief, that is the main cause of home fires.



**IDENTITY OF FIRES** on previous page is shown here. 1—Chimney blaze caused by too brisk fire in furnace; 2 and 3—attic fires caused by overheated chimney which ignites inflammables stored here; 4—bedding set ablaze as smoker falls asleep; 5—"flashback" fire caused when fumes from cleaning fluid in tub escape downstairs, are ignited by open fireplace; flames race back to tub; 6—another smoker's fire in bed; 7—curtains ignited by child playing with matches; 8—fire in wastebasket too near stove; 9—grease fire in pan igniting curtain over stove; 10—oily mop combusting in closet; 11—another flashback fire racing from furnace toward sink, where cleaning fluid was used; 12—untended electric iron igniting ironing board; 13—chair set afire by careless smoker; 14—curtain ignited by defective television wiring; 15—untended electric soldering iron igniting workbench; 16—overloaded fuse box in closet ignites rags; 17—waste paper burning behind basket against stairs; 18—hot ashes igniting in improper basket container; 19—clothes on rack too near furnace bursting into flame; 20—paint cans in basement igniting spontaneously.

**CONTINUED ON PAGE 62**



It's a revelation...

the way they wash and

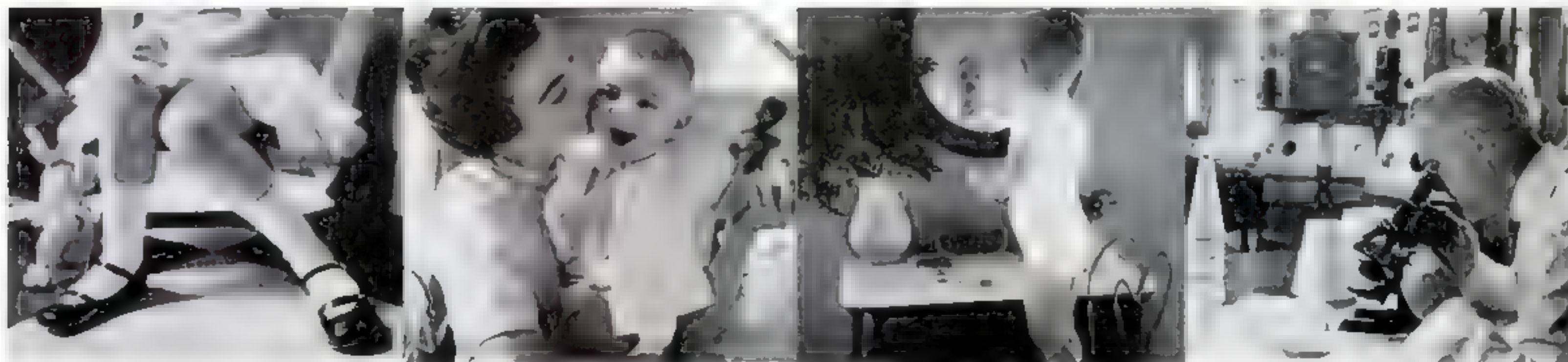
# wear...

keep their shape...look and feel wonderful



children's things made of *Durene*... the quality cotton yarn

U. S. REG. U. S. PAT. OFF. DURENE ASSOCIATION OF AMERICA, 330 FIFTH AVE., N. Y.



**Tired** of the sock replacement problem? Here's the answer—socks made of choice mercerized Durene cotton yarn. You get not only wear (miles of it), but you get trim shape that bounces back after every washing!

**No baby** clothes *anywhere* like baby clothes made of Durene yarn. For Durene launders easily and beautifully (it's actually stronger wet than dry) ... never gets that jaded look ... stays smooth as cream without ironing!

**When** it comes to underwear, Durene yarn puts the wear in, holds the shape in—for good and all! This wonderfully absorbent yarn keeps its pleasant texture and lustre, its clean fresh looks, for the life of the garment!

**Every** cotton knit labeled "Durene Yarn" is subject to the Durene Quality Control Plan from yarn to finished garment. Always look for the label—featured by *hundreds* of makers of knitted cotton garments!



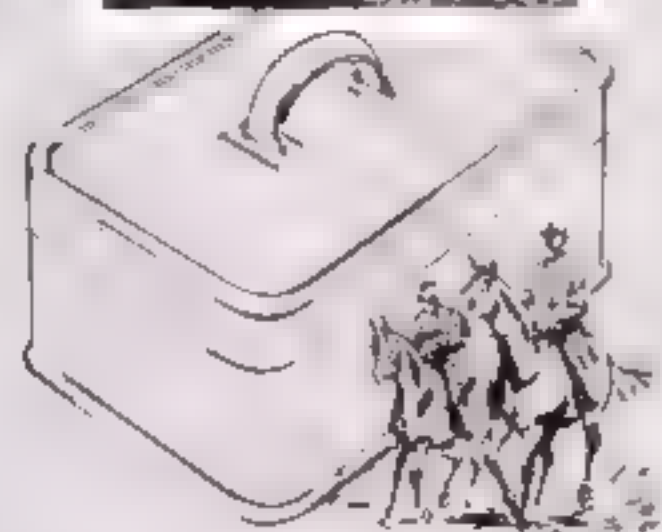
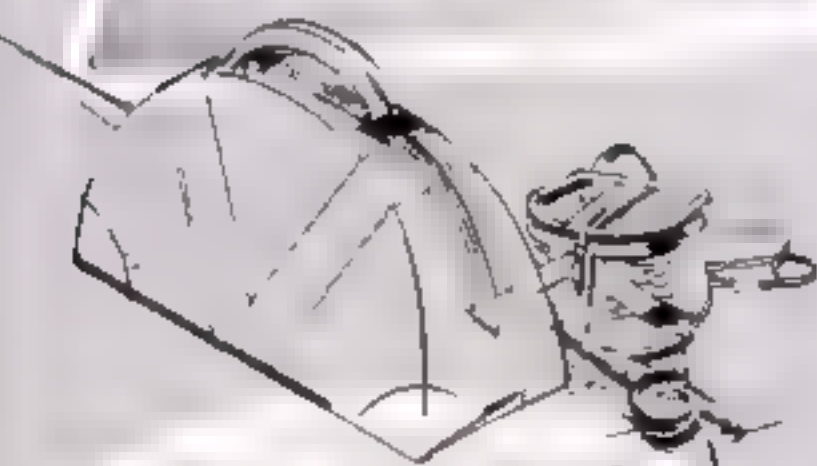
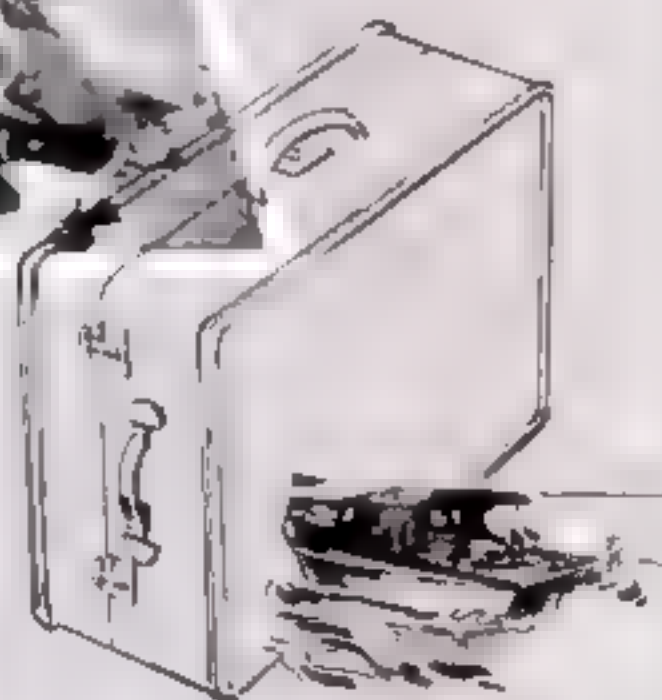
TAKE YOUR PICK...

AND YOU'LL PICK

# GEORGIA

FOR A TRULY MEMORABLE VACATION

GEORGIA is vibrant with richly historic reminders of early American traditions... Just name your favorite sport - - and you'll find it in Georgia - - where sport has no season. Sunny beaches are yours for the basking... hike splendid trails... fish from mountain lakes and crystal streams... golf on world-famous emerald greens... or ride through towering pines. This year, make it a Georgia holiday for the whole family.



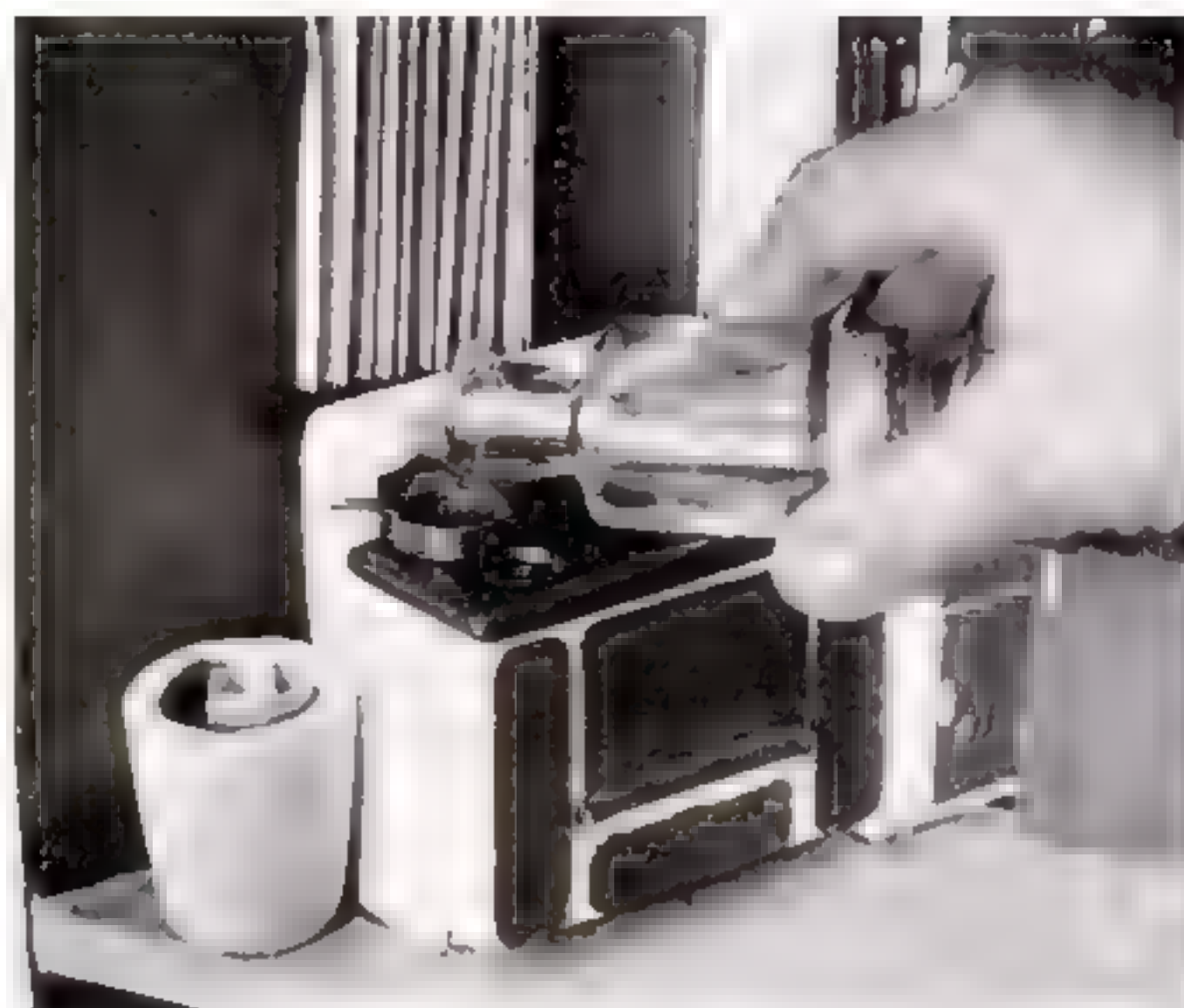
**Vacation Fun for Everyone**

Write for illustrated folders today

**CLARK GAINES, Secretary**  
**GEORGIA DEPARTMENT of COMMERCE**  
100 State Capitol - Atlanta, Ga.

Name \_\_\_\_\_  
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City \_\_\_\_\_ State \_\_\_\_\_

## House of Hazards CONTINUED



**GREASE FIRE** on stove is actually set by gasoline, here being poured. When switch is flipped, flash paper in oven ignites, shoots flames which fire gasoline.



**IRONING BOARD FIRE** is set by tiny resistor wires which are shown in ironing board opening. When switch is closed, wires get red hot, ignite cover.



**EXPLOSION** of cleaning fluid in kitchen is caused by lighted candle in furnace. Flipped switch makes gas fumes travel to candle, ignite and "flash back."





PEOPLE WHO DRINK  
**BELLOWS**  
**PARTNERS**  
**CHOICE**  
SELDOM CHANGE

**BELLOWS & COMPANY**

*Since 1830*

*Quality beyond Question*

BALTIMORE

• MARYLAND

40% STRAIGHT WHISKIES • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF







# PROPHET'S MINK

Cult leader gets \$12,900 coat from pair of grateful disciples

As leader of thousands of members of his church of Universal Triumph, The Dominion of God, Inc., in Detroit and several other cities, James F. Jones, known as Prophet Jones (*LIFE*, Nov. 27, 1944), is used to presents. His followers, who accept the prophet's claim that he can heal the sick and predict the future, have showered him with gifts ranging from a wardrobe of 400 suits to a piano with a built-in bed. Since he has so much, two disciples, Evelyn and Esther Jackson, faced a problem when it came to showing their gratitude to the prophet for having apparently cured their seemingly dying mother. (His treatment: take the mother to the Gary, Ind. bus station four times, make her swallow water from the washroom tap.)

The sisters, who teach in Chicago public schools, had already given the prophet an expensive diamond bracelet for having cured Esther's toxic goiter. This time they decided to outdo themselves and ordered a white mink coat made of 75 rare pelts and a scarlet silk lining. The coat took 10 weeks to make and cost \$12,900. When the sisters formally presented it recently the prophet responded, "Isn't it gorgeous. God bless you both!" So impressed indeed was the prophet that he announced he would wear the coat only "when God tells me to wear it." He was soon wearing it everywhere, even while shopping in the supermarket (p. 69).



**PRESENTING COAT**, the sisters, whose spiritual names are Princesses Essantina (Esther, left) and

Bluntella (Evelyn), kneel at prophet's feet. They paid \$2,000 down for coat, will pay \$475 monthly.



**"THANKFUL MEETING"** in Thankful Center, converted movie house, is led by prophet sitting in red and green robes on canopied throne. During services

coat is always placed on armchair of prophet's dead mother, kept in church in her memory. Weekly meeting starts around midnight, lasts until 4 or 5 a.m.



# At Last! AN ASTONISHING, SIMPLE NEW WAY TO PICK perfect color, style, design for your home...



This new, easy-to-shop display available  
only at dealers with these superb brands

Now, at your finger tips, is a complete panorama of the newest, freshest decorator styles all in one easy-to-shop decorating center! No heavy books to tire you! No time lost in look-

ing through papers you don't want! No confusion! Complete assurance that you've seen everything that's new, beautiful and appropriate for your home. You will find these helps:

- ★ All papers grouped by background colors... indexed and indexed... just flip to the one you want.
- ★ Decorators' check-chart with every pattern... fresh fashion slants on where and how to use it.
- ★ Every single paper carries a guarantee of satisfaction... even after it's on your walls.

You can't go wrong! Both United Wallpapers and Nancy Warren Wallpapers are guaranteed Washable and Fadeproof. And both have the exclusive Happiness Guarantee: new wallpapers of like cost free if you are

not completely happy with your selection even after it's on your walls! If your dealer does not yet have this new Decorating Center—due to the big demand—write for name of store nearest you where it is available.

Products of

## UNITED WALLPAPER

World's Largest Manufacturer • Merchandise Mart, Chicago 12, Ill.

## Prophet's Mink CONTINUED



**HIS COAT** drapes comfortably over prophet's frame as he sits in his car talking on phone to his 54-room mansion. Bracelet, gift of the sisters, contains 812 diamonds.



**HIS CANE** with gold handle drapes over sleeve of coat. Prophet actually had choice of brown or white mink coat. "Beggars can't be choosers," said he, "so I chose white."

**HIS CADILLAC** brings the prophet to the supermarket. He does all his own marketing "because God told me to do it. He told me never to let anyone buy my food for me."



CONTINUED ON PAGE 28



# Thanks to The Thousands of Hostesses

## *Giving Stanley Parties Daily*



**A**T MORE than 12,000 STANLEY Hostess Parties every day, practical housewives now gather to shop comfortably for STANLEY'S many QUALITY PLUS Products. These convenient and time-saving shopping parties have now become a standard part of the social and business

life of every community. This, in large measure, is due to you thousands of women who, by acting as STANLEY Party Hostesses, cooperate so splendidly with STANLEY Dealers everywhere. For this cooperation, we say to each and every one of you, "Please accept our sincerest thanks."

**STANLEY LEADS** with more than 150 QUALITY PLUS Products featured exclusively at STANLEY Hostess Parties -

Wonderful Mops (dry and wet), Brooms, Dusters, Household Brushes, Waxes, Polishes, many types of Cleaning Chemicals, to save time, work, money, in every phase of housekeeping.

Exquisite and practical Toilette Articles, Shampoos, Bath Accessories, Personal and Clothes Brushes, countless other articles to guard the health and enhance the appearance of each member of the family.

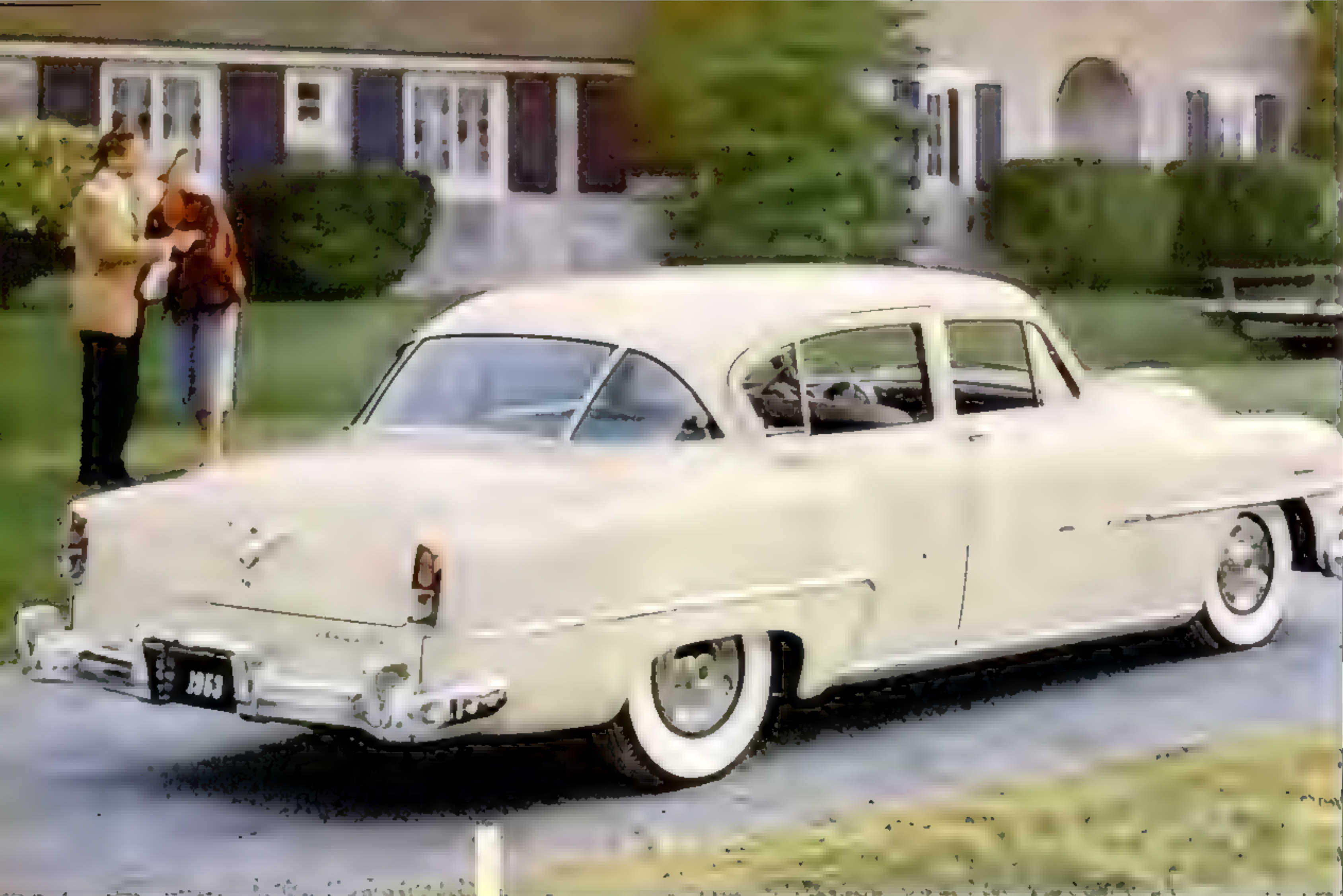


**Originators of the Famous  
Stanley Hostess Party Plan**



STANLEY HOME PRODUCTS, INC., WESTFIELD, MASS. • STANLEY HOME PRODUCTS OF CANADA, LTD., LONDON, ONTARIO  
(Copy, Stanley Home Products, Inc., 1953)





The Magnificent Chrysler New Yorker 4-Door Sedan

# AMERICA'S FIRST FAMILY OF FINE CARS\*

...brings you performance **no other cars** can equal!

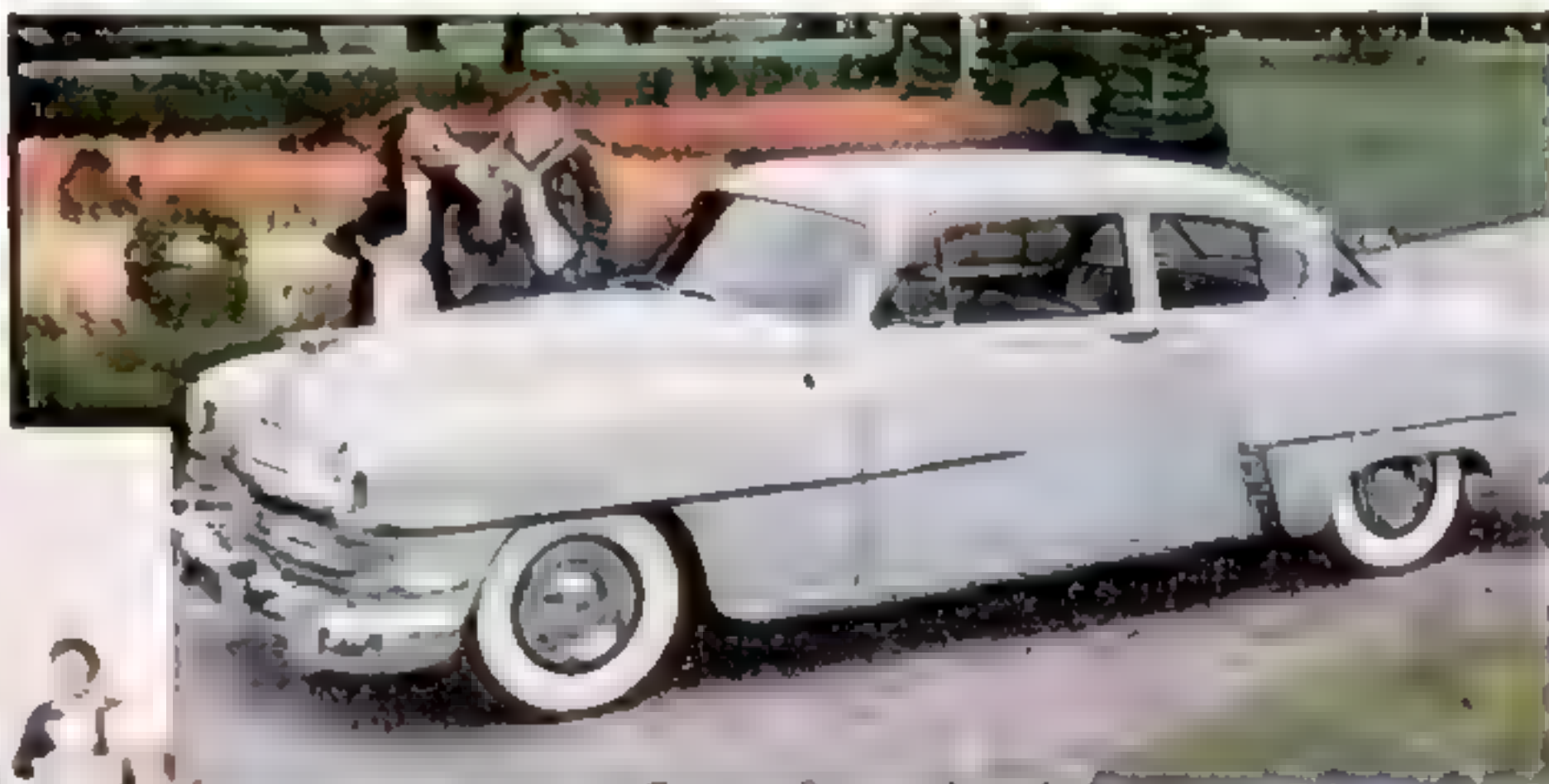
Come see the cars that bring breath-taking new Highway Fashion to your doorstep ... the safest, best-controlled cars you can buy!

Come see the cars that offer *far more* for your dollars ... with hemispherical combustion power that delivers more actual thrust and drive to the rear

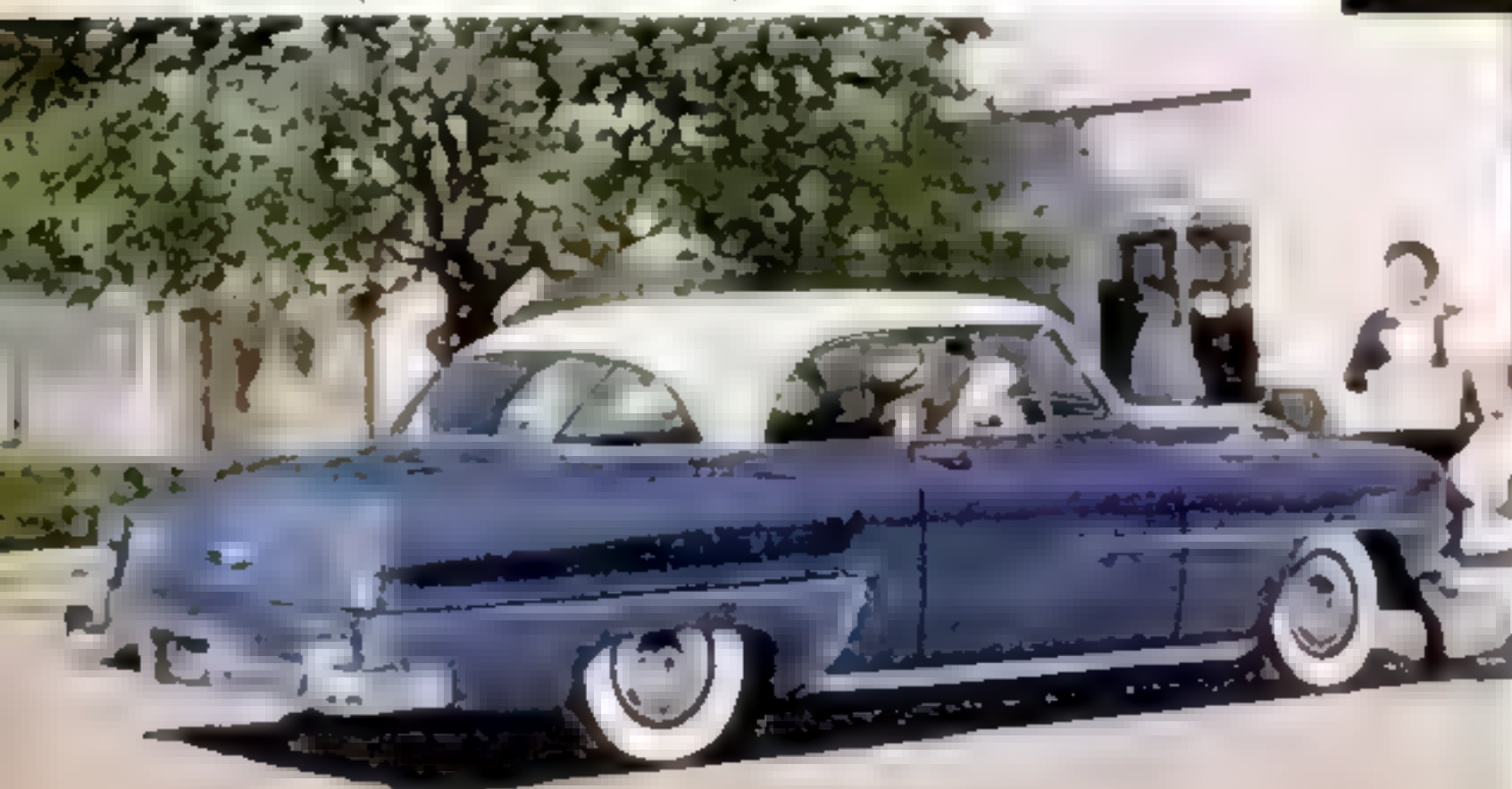
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Having fun with a new car is fun!



The Popular Chrysler Windsor Club Coupe



The Beautiful Chrysler Windsor Deluxe Newport

**CHRYSLER** for '53  
WINDSOR • NEW YORKER • IMPERIAL





**MEAT**, including four ham butts, bushel of beans, seven pounds of cheese and four fresh pineapples were among \$66.12 in groceries bought by prophet.



**PINK GRAPEFRUIT**, like other fruits and vegetables, were picked over personally by prophet. Two carts which he filled were pushed by bodyguards.



**BLESSING** is given unidentified woman as prophet pauses in busy shopping. He also blessed each item of food which he put into his own shopping carts.



You have to wear E-Z Underwear to know how comfortable it can be! Just feel how snugly yet comfortably E-Z fits . . . how it follows your every movement whether you're active . . . or just relaxing! Get E-Z Underwear for yourself . . . for your son . . . for comfort where comfort matters most.

**MOM KNOWS!** This is the same E-Z Underwear she's chosen for her children for years. Because it's sturdy . . . shrink-resistant . . . thrifty priced! E-Z Mills, Inc., Empire State Building, New York 1, N. Y.

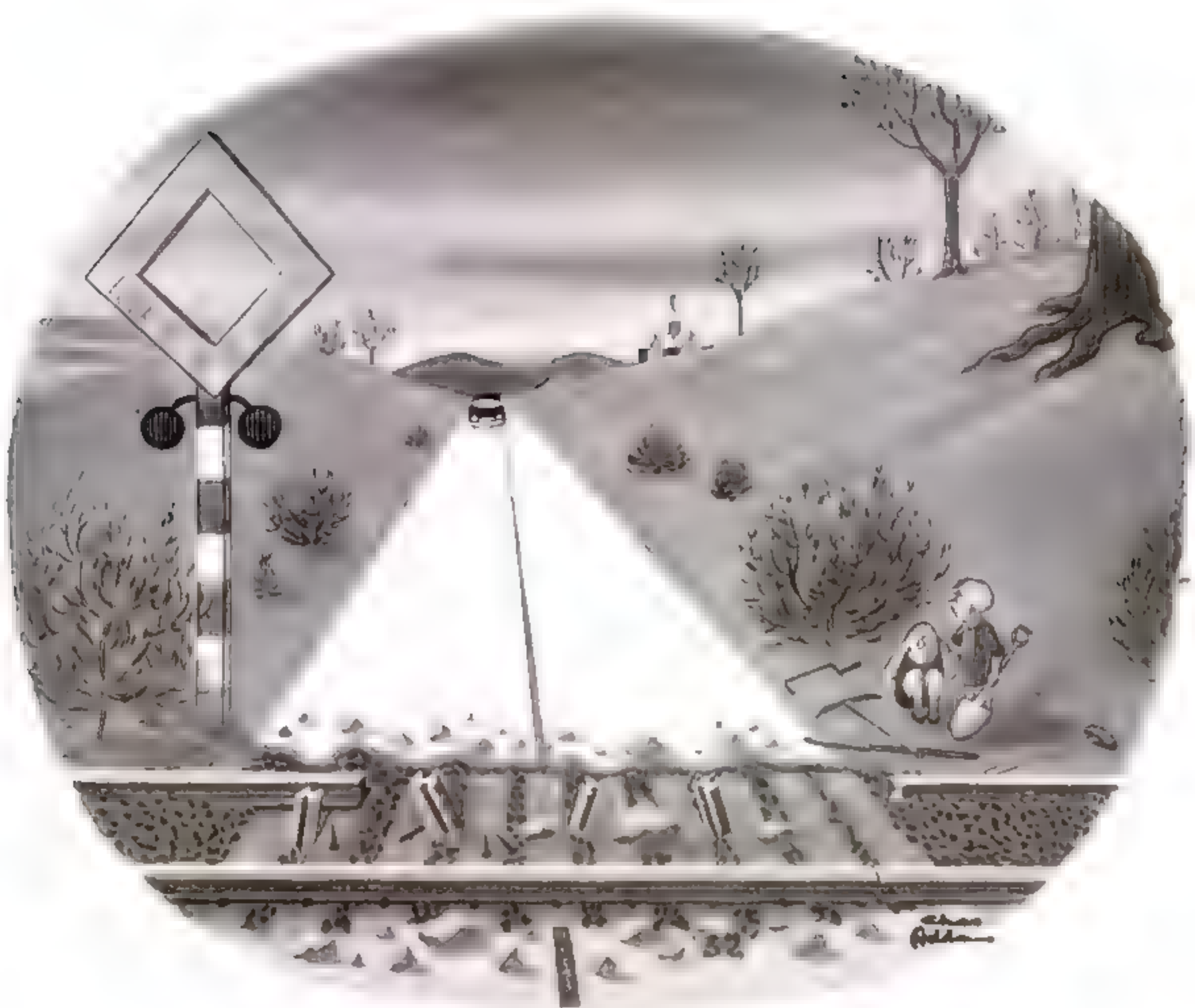
- A - E-Z men's panel rib athletic shirt, 69¢
- E-Z men's rib knit briefs, 89¢
- B - E-Z boy's athletic shirt, 2 to 8, 50¢ and 59¢, 10 to 16, 59¢ and 65¢. E-Z boy's rib knit briefs, elastic waist, firm leg band, 2 to 8, 59¢; 10 to 16, 65¢
- C - E-Z boy's flat knit shirt, 2 to 8, 75¢, 10 to 16, 89¢ E-Z boxer broadcloth shorts, fancy stripes, 6 to 16, 69¢
- D - E-Z men's athletic shirt in Swiss rib, 65¢
- E - E-Z Broadcloth Shorts in popular boxer and gripper styles - Solid colors and stripes, 89¢ and 95¢
- F - E-Z men's flat knit short sleeve polo shirt, \$1.00
- G - E-Z men's and boy's hosiery . . . ribbed, argyle and fancy patterns at popular prices.



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Available also at leading stores in Canada

**E-Z UNDERWEAR AND HOSIERY FOR INFANTS AND CHILDREN, MEN AND WOMEN**  
Makers of OTIS UNDERWEAR and HOSIERY for MEN and BOYS





*Lee Tires are built to take a double beating*

## ...and they give you a DOUBLE GUARANTEE

When you need new tires, it will pay you to choose tires that are better and stronger than those that came with the car.

Here's why. In a new car, steering and braking mechanisms are in A-1 shape. They are good to the tires. But wear and tear take their toll. The mechanisms lose their fine balance. They gang up with road conditions to give your tires a worse beating than they ever had to take when the car was new.

That's why it pays to replace with Lee Super DeLuxe Tires . . . engineered and built primarily for replacement service, fully able to stand up under the double punishment that new-car tires don't have

to take. Lee Super DeLuxe Tires are, in fact, *guaranteed* to withstand this double beating.

### **You can't lose with the LEE Double GUARANTEE**

With each Lee Super DeLuxe Tire you get (1) a lifetime guarantee of quality in materials and workmanship, and (2) a 15-month guarantee against road hazard damage of any kind, including *impact breaks, bruises, cuts, blowouts*. You are protected even if damage is caused by improper mounting or faulty brakes . . . by misalignment or underinflation . . . or by just plain tough luck on the road.

You pay nothing extra for this liberal guarantee, or for the Lee Tires it covers. We offer it confidently, because we know how well these tires will stand up. The guarantee that protects your pocketbook is based squarely on the extra strength that protects your safety.

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# MARINE'S VIEW OF KOREA



LIEUTENANT PETERSON GETS SILVER STAR FROM BATTALION COMMANDER

## Lieutenant carries camera in battle and out to get color picture record of the war

When the U.S. Marines took Lieut. Harries-Clichy Peterson out of the inactive reserve and put him back into uniform early in 1951, he carried with him from civilian life a notion which most working soldiers regard as unorthodox: volunteer whenever you can. During the following 18 months his bent toward being an eager beaver took Harries-Clichy (his parents were married at Camp Clichy, near Paris, and the best man's name was Colonel Harries) to Korea and Japan and gave him a chance to win a silver star for valor in battle. Also, with a camera which he bought in Japan, it gave him an opportunity to compile a rare pictorial record of how the Korean war looks to the soldier who fights it.

Peterson began volunteering when he was called up and given the same job he had in the last war, an instructor at the Marine Corps school in Quantico, Va. He wrote the commandant of the corps and asked, instead, to be sent to Korea. Arrived there in April, he asked for a rifle platoon in the 7th Marines, believing he would thus "see the most action." He took part in several brief, sharp encounters as the Chinese Reds were pushed back across the 38th Parallel. A lull in July prompted him to ask to be assigned to train South Korean marines. This kept him occupied

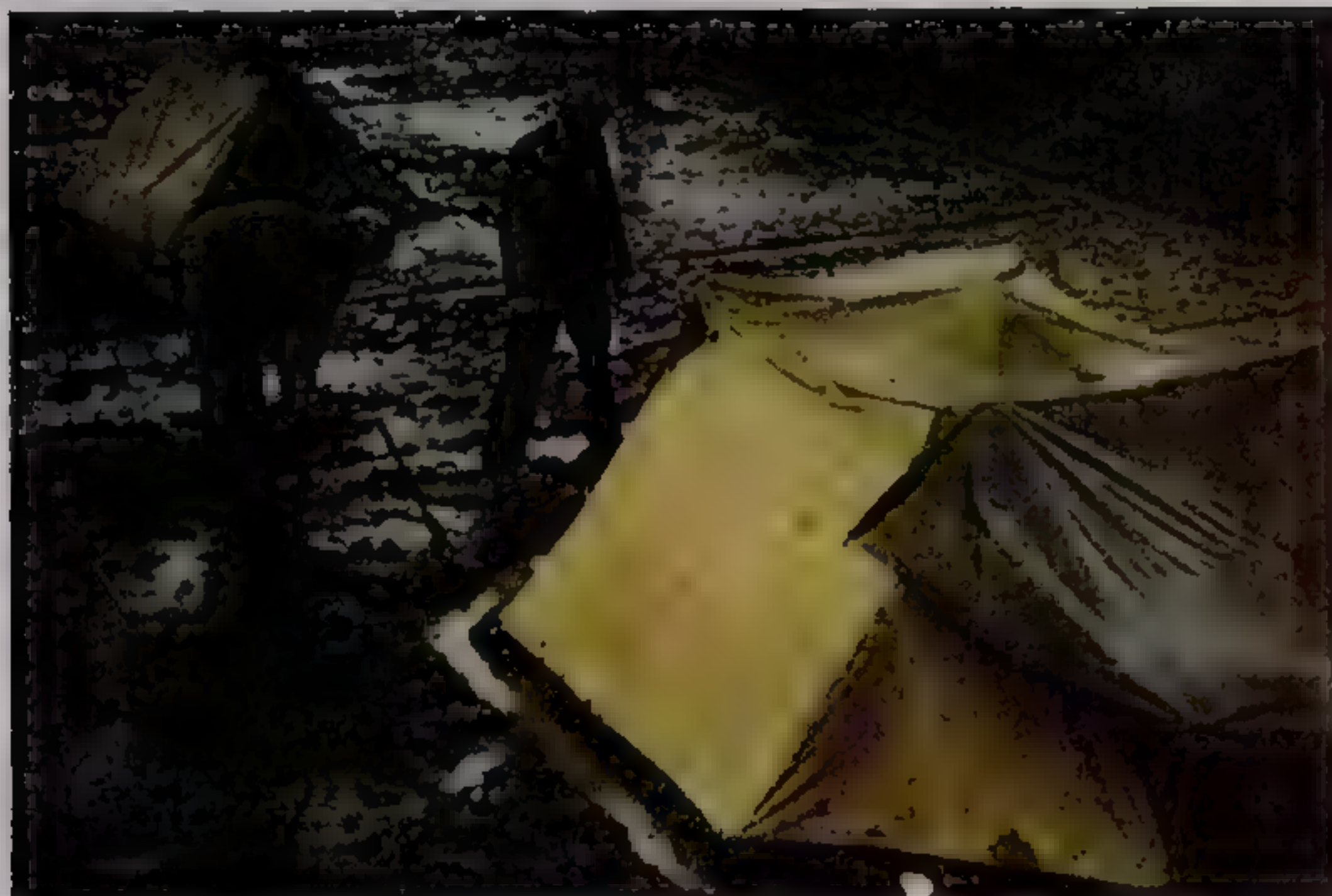
until September when he returned to his platoon in time for a three-days-and-nights battle to drive the Reds off a crest called Hill 673. It was during this action, in which his platoon suffered heavy casualties, that Lieutenant Peterson won his decoration by "standing up boldly in view of the enemy" to direct supporting fire. After his platoon had been pulled back, he volunteered to continue directing artillery.

About this time he was forming more conventional soldiers' convictions such as holding his own buddies in deep respect and taking singular pride in his unit's battle scars. However, he still liked to volunteer and asked to be transferred to Japan for training in armored amphibians. By January 1952 he was due for rotation but, instead, volunteered to go back to Korea where, for five more months, his six cannon-equipped amphibians were employed guarding Kumpo Peninsula west of Seoul and in razing targets on the Red-held coast. In one raid his reconnaissance group had to shoot a Korean guide who was trying to betray them. Wherever he went, whether into battle at the front or through the dull drudgery in the backyard of war, his camera went with him loaded with color film. When he finally got back home, he brought his pictures to LIFE.



BROUGHT IN BY LANDING CRAFT, MARINE REPLACEMENTS MARCH IN ALONG INCHON DOCK, EACH LUGGING HIS OWN EQUIPMENT FOR WAR AND LIFE IN KOREA





**MESSENGER**, on whom Peterso  
reached with the platoon near the front  
was Pl. Edgar Smith of Nevada.

**BIVOUAC** in a paddy, though per  
mitting unaccustomed pup tent shelter,  
tired, bogged platoon in mud puddles



**CLIMBING A HILL**, a single file of Marines, their heads bent down to balance  
their burdens and themselves, struggles upward along a narrow trail. They are  
back-packing 80-pound loads of equipment to the front lines which could not be

reached any other way. Foot-soldiering up and down Korea's endless hills. Few  
men would often vomit under such back-breaking loads. Even a year of tough  
training was not enough to accustom them to climbing, fighting and climbing again





**PLATOON SERGEANT** Munson came from shipboard duty, finally was the senior noncom for Peterson.



**BRAVE SCOUT,** Corporal William ("Oppy") Opulaha, a like playing Hawaiian, was killed reconnoitering



**MACHINE GUNNER,** Lieut. Bill Jenkins of Chicago supported riflemen of platoon with covering fire.



**PATROL LEADER,** Sgt. "Pinky" Pinkerton, USMC platoon sergeant, led action starting fire for battle.



**BLASTING A HILL,** a white phosphorus shell explodes on Red position on crest of Hill 673. Taken through artillery binoculars, the picture shows the scale used to adjust fire. Peterson had dug in here during a morning fog and

when the mist cleared found himself so close to the enemy that, radiating tanks a mile in the rear, he had to direct their fire to within 20 yards of the enemy Marine positions. It was during battle for 673 that Peterson won his decoration.





**AS FLAME THROWER,** Sherman tank is being tested after repairs made just behind the front near the Hwach'on reservoir. Peterson took this picture

during a lull in his early battles. Shortly afterward this tank and others like it, spitting 50-yard tongues of fire, were in action supporting his Marine outfit.



**AS SEA RAIDERS,** crews of 20-ton armored amphibians train in Japanese waters with snow-capped peaks of Mount Fuji as a landmark. During his last



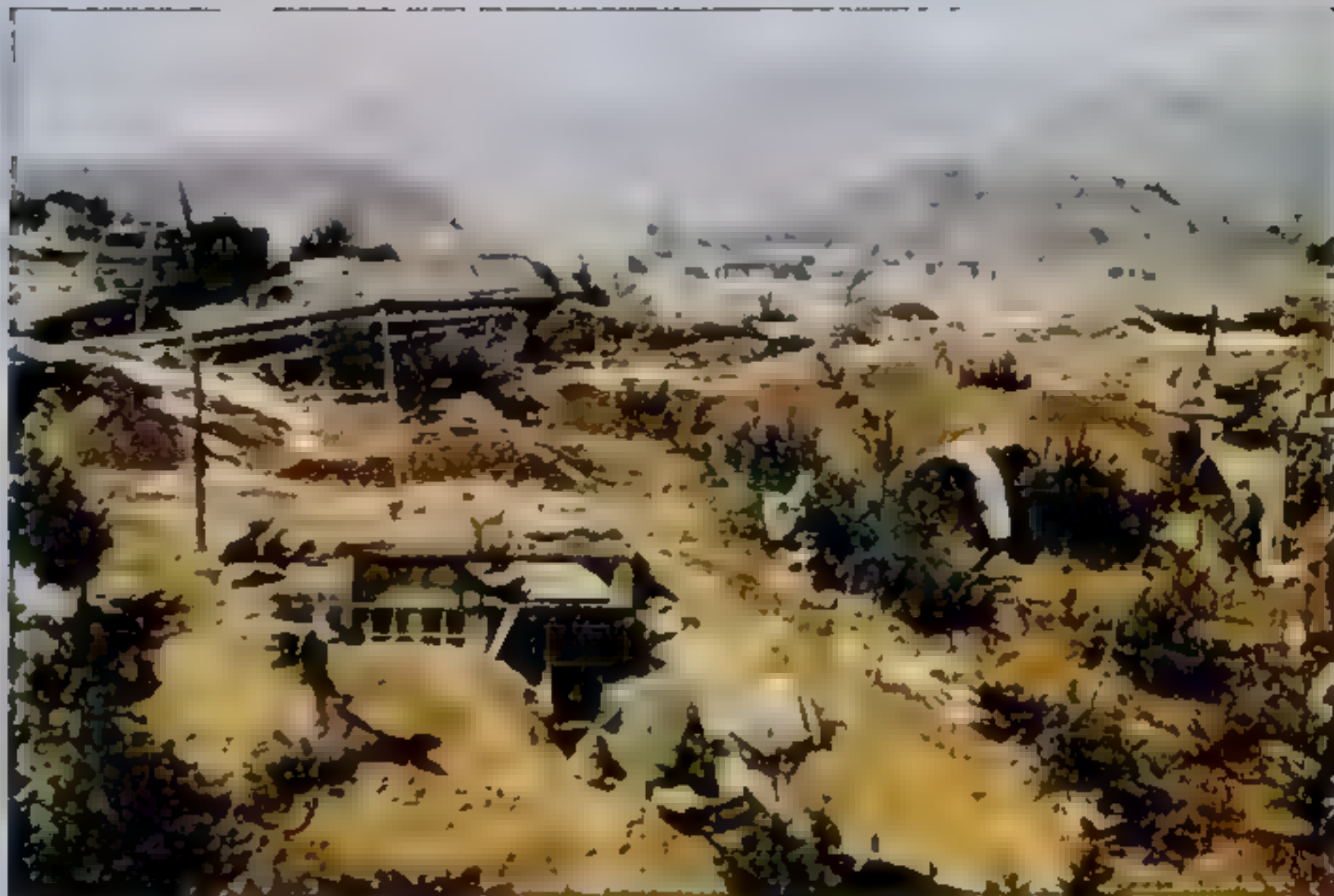
**NIGHT FIGHT** blazes near the Hwach'on reservoir in North Korea during 1951 advance of U.N. forces. Chinese counterattacked in the darkness, charging to the accompaniment of screams and shrilling bugles. To break up their attack,

the Marines blasted Chinese with artillery, machine guns and small arms. The long, nearly horizontal streaks crisscrossing the picture were made by hundreds of machine-gun tracer bullets while Peterson's camera shutter was kept open in





few months in Korea, Peterson commanded six of these vehicles on raiding expeditions against Red-held positions on the coast to destroy fortifications.



**AS FIXED ARTILLERY,** when not raiding the islands, Peterson's amphibians were dug in on hill to defend Kampo airfield near Seoul. In 30 seconds

crews could leave bunkers (*foreground*) and open up with 75-mm cannon, firing over village and the Han River (middle distance) at Reds in hills beyond



a minute-long time exposure. Emplaced to cover the Marines' main line of resistance, the guns converge their fire to cut off the attackers short of the Marine positions. The three large explosions are artillery or heavy mortar bursts, out of

which fragments are flying. The vertical streak at the left is part of flare fired by Marines to illuminate the battle scene. The two round, bright points of light near bottom center of the picture are fallen flares which have nearly burned out.





**"LUCKY" TENT**, being used as mess hall and place to rest and talk by Peterson's platoon, was punctured by Red shell fragments during an artillery duel when front was stabilized along the Han River. Because nobody ever had been

hurt in the tent it was considered lucky. For this reason and also because its combat-riddled canvas impressed rear area visitors who came up to the front from headquarters, Peterson and his men refused to trade tent in for a new one.

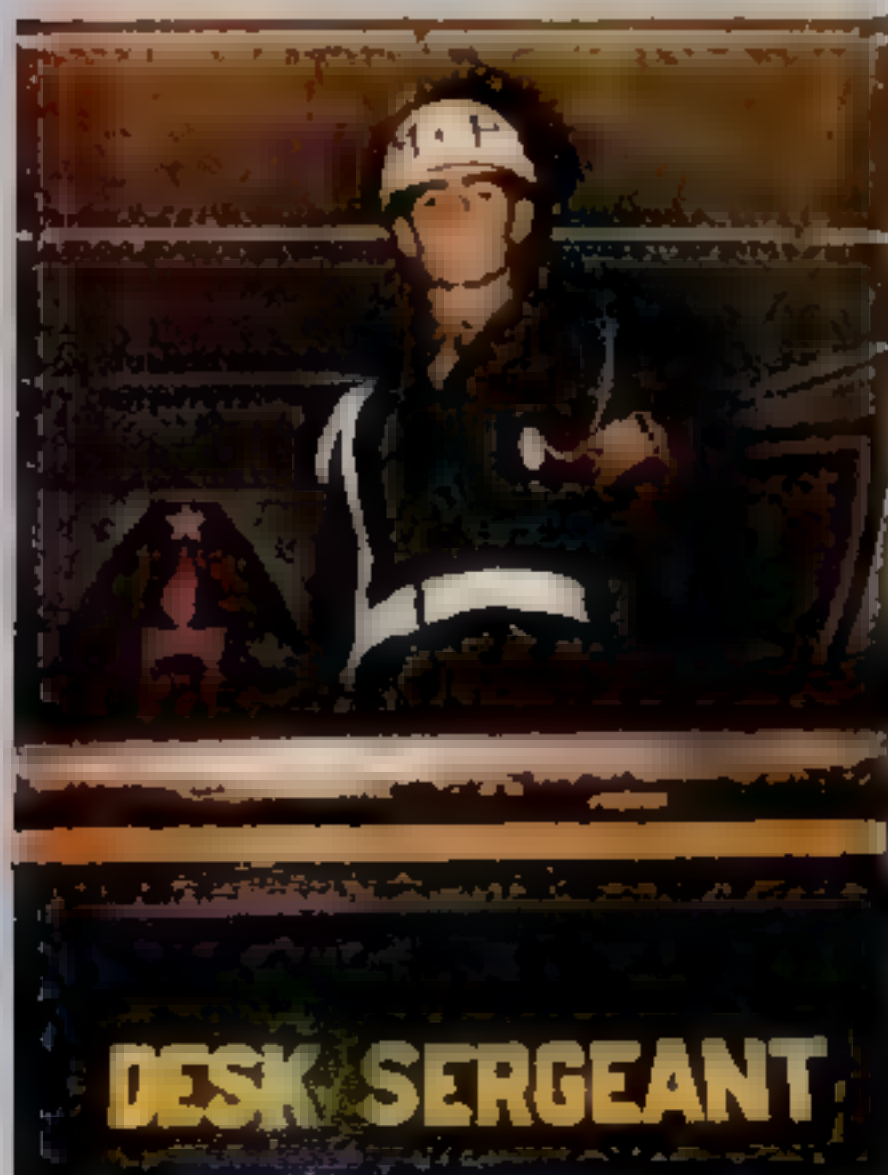




**PRISONER**, North Korean private taken by U.N. guerrillas in ding coastal village where he was on furlough with his parents, was snapped at Tonjia.



**TEMPTRESS** in a doorway at Oson, Japan was snapped by Peterson while she smiled invitingly despite sign placing her "off limits" to the Marines.



**DESK SERGEANT**

**TOUGH M.P.** takes stern look at Peterson when he appeared with camera to bail out a Marine who was in trouble with authorities at Yokosuka.



**READY FOR ROTATION** after year of fighting in Korea, a homeward bound Marine tries out his souvenirs and other valuable although nonregula-

tion equipment. He sports a Korean parasol, a long Korean pipe and pair of Korean-made boots, plus the luxury of unimpaired open jacket and shirt.



**READY FOR CHRISTMAS**, Japanese beer hall near the Yokosuka navy base dresses up with cardboard tree, homemade snow on eaves and Santa

Claus on the roof, plus a tempting sign stretched across the street. This one was a favorite resort for the sailors and Marines stationed at the base.



KOREA CONTINUED

# HIS WAR STORY ENDS ON THE DOCK IN SAN DIEGO

For the trip home Lieutenant Peterson boarded the transport U.S.S. *General William Weigel* in Korea. In Japan they stopped to pick up equipment and to give the 4,500 Marines aboard a brief, and in many instances, raucous holiday. At last they reached California, which, after Korea, had "a heavenly fragrance, clean and refreshing" to Peterson. They docked in

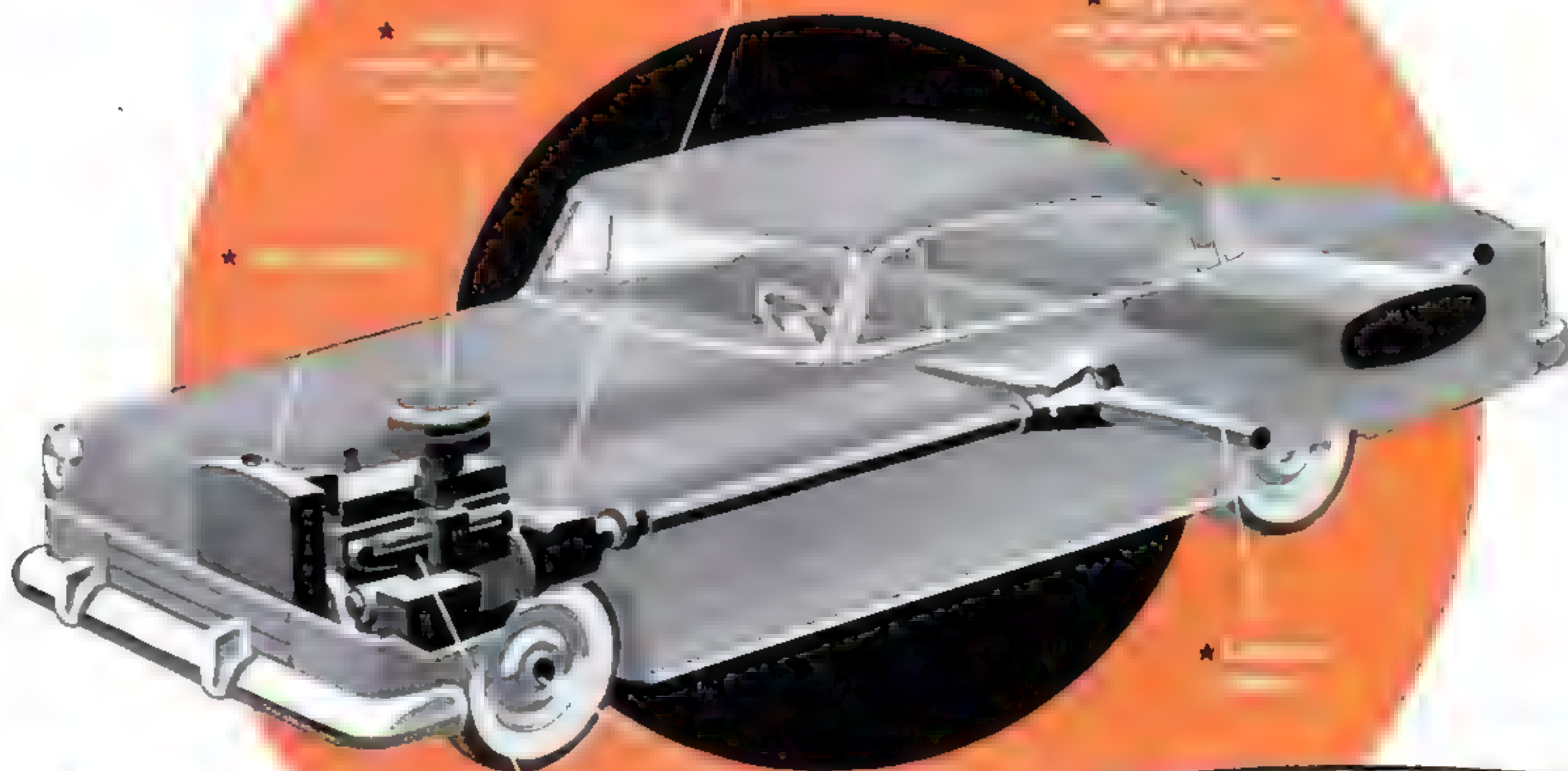
San Diego, being welcomed by a band and a small crowd of civilians, including Peterson's wife, Rebecca. She showed him their year-old son, *Harries-Lichy Jr.*, whom he had never seen, told him his volunteering days were over. Accepting this dictum for the time being at least, Peterson took a job in a New York banking firm where he works as an underwriter.



BACK HOME, IMPATIENT MARINES CROWD RAILS TO STARE AT WELCOMERS IN SAN DIEGO WHILE THE FIRST OF 4,500 TO DEBARK MARCH ALONG DOCK BELOW



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This year add a gas saving plus to your annual Spring check-up—friction proof with Wynn's and save money every mile you drive. Thousands of test miles prove that Wynn's, added to your regular lubricants, boosts gas mileage an average of better than 10%. That's because Wynn's smooths microscopic rough spots present on even the smoothest-looking engine parts. With these snagging, scraping little sawteeth *friction proofed*, engine parts move more freely, your car has eager new power, wear is greatly reduced and you save so much gas it's like getting a gallon free in every ten you buy. Friction proof with Wynn's when your car is serviced for Spring, and add Wynn's to any motor oil every thousand miles.

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QUIET  
OSCAR  
AT REST



**OSCAR'S HANGOUT** is dock (above) where he waits patiently beneath one of his signs. When a fishing boat comes in (below) he makes big pitch for free fish.

# 

A bird named Oscar gives up fishing for begging

One of the world's most arrogant beggars has settled down to a full-time job of cadging free meals at Florida's Tahitiasssee Yacht Club, and is so insistent about his "rights" that danger signs have been posted. The snottish beggar is a perfectly healthy, buff brown pelican named Oscar, who waddles around the dock looking for fish to beg or steal. When he arrived at the club last April, Oscar occasionally flew out to sea to dive for fish of his own. Now he refuses to work at all, chasing dogs and ducks away from his haunts and hissing and pecking at fishermen until they give him fish from their catch. Oscar disdains mere bread or tins. Recently, because he nearly always walks, seldom flies and almost completely ignores the water, Oscar's human benefactors fear he may have decided to be a beggarly landlubber the rest of his natural life. For an easy-living young pelican like Oscar this might last until around 1995.



CONTINUED ON NEXT PAGE



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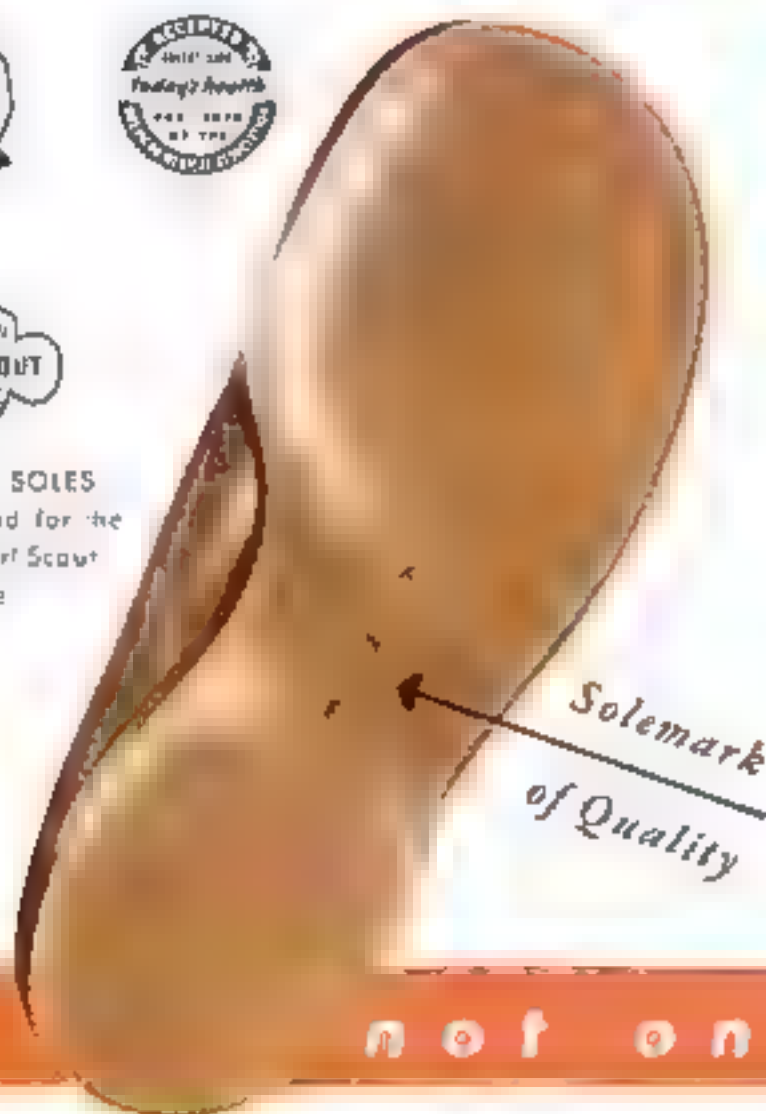
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# Perfection





**AS UNINVITED GUEST,** Oscar wheedles a fish from old friend in yacht club's restaurant. He is not permitted to stay long as he is not housebroken.



**AS COCK OF THE WALK,** Oscar drives away ducks that might eat some fish. But at night Oscar has often become friendly and slept among the ducks.



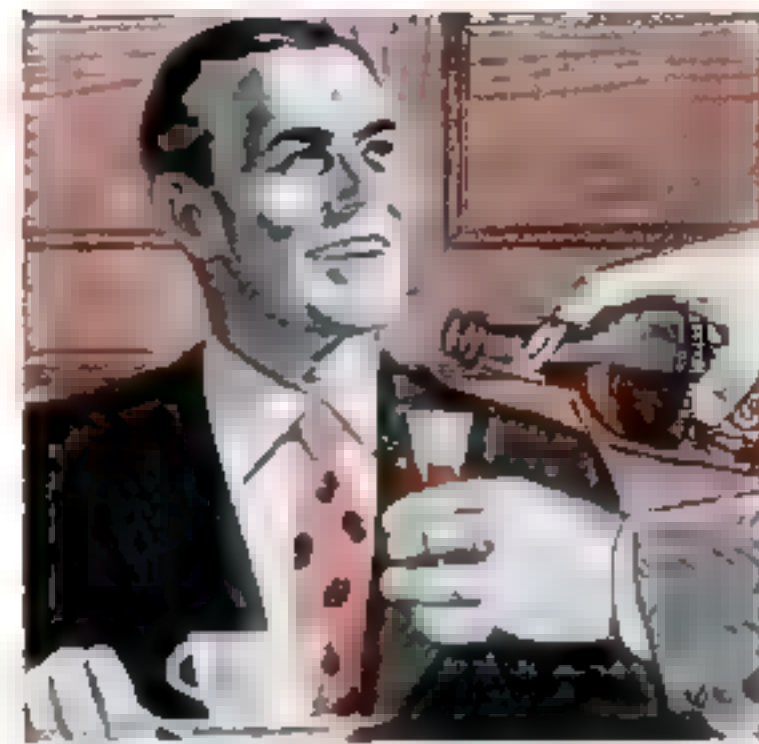
**AS SLY THIEF,** Oscar peers from station wagon after stealing fish from it. Once, inadvertently shanghaied in a car, Oscar had to fly back from Georgia.

CONTINUED ON NEXT PAGE

## Easter entertainment—in grand style!



The table's bright with pleasantries,  
Yet Larry doesn't feel at ease.



Ahh—now he smiles. His clever host  
Has served the treat he treasures most.



For any guest is flattered by  
The richest cordials hosts supply.

They're Hiram Walker's—nothing less  
Makes Easter dinner such success.

### Creme de Cacao by Hiram Walker

Discover what a fabulous flavor a chocolate liqueur can have. Taste *Hiram Walker's Creme de Cacao*. To create this creamy smooth liqueur, Hiram Walker uses selected South American cacao—the world's finest.

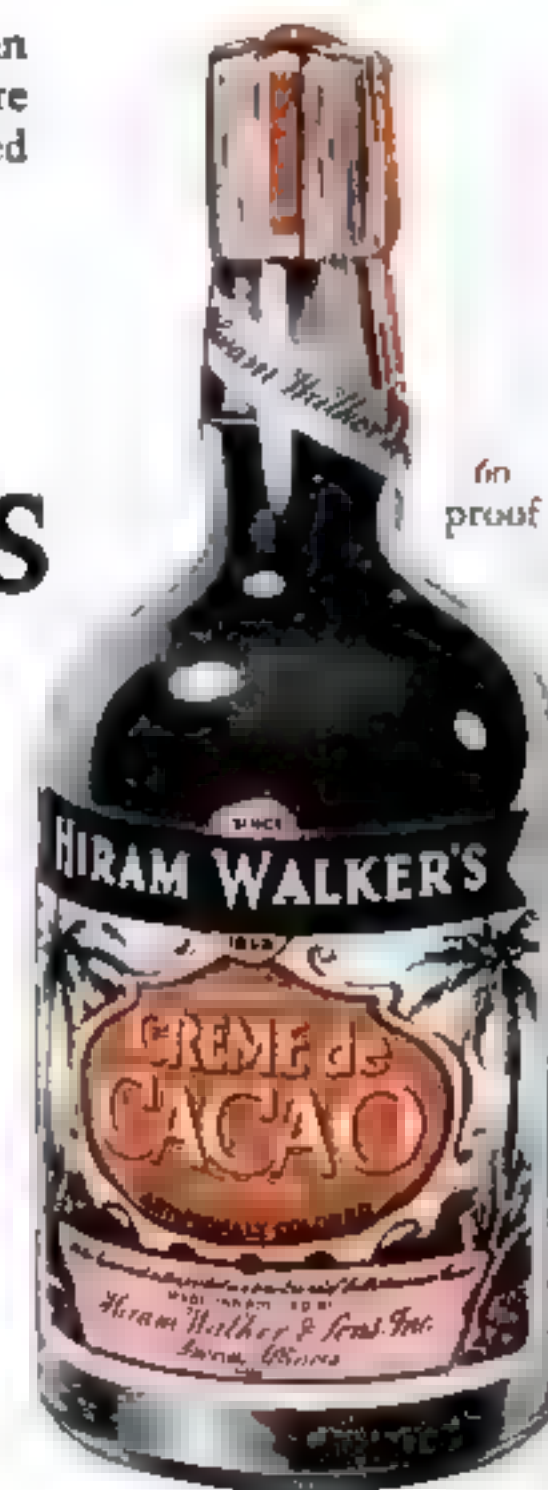
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(mixes instantly in cold milk!)



**LOVE THAT FLAVOR!**

*Chocolate*  
**NESTLÉ'S Quik!**

This is gonna be good! Just add 2 heaping teaspoons of rich Nestlé's QUIK powder to your glass of cold milk—stir—and drink chocolate, chocolate, chocolate flavor—all the way down! You'll love the way QUIK mixes without beating or bother, keeps without refrigeration. Your kids will drink more milk when it's QUIK-mixed! Get some today!



WITH THAT FAMOUS **NESTLÉ'S** CHOCOLATE FLAVOR

**Pelican** CONTINUED



**PERCHED LIKE A PELICAN** atop a tall piling in the Ochlockonee River, Oscar strikes pose of an honest bird on watch for fish in water. But he ignores the swimming fish, is merely waiting for boats to arrive so he can panhandle.





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luxurious Cannon Sheets...



...that now the smartest legs  
are wearing sheer, clear

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Now you can indulge your yen for glamor—and  
satisfy your practical, thrifty heart!

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now brings you nylon stockings you can really  
rely on! These sheer, clear beauties have  
greater elasticity—more “give” when you bend!  
High-twist threads give a dull finish—  
resist snags and catching.

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Be smart and get Cannon Nylons in flattering  
Glow Tones at your favorite  
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**THE AUTHOR**, after first lecture at Harvard on the subject of this article, is congratulated by Dr. James Conant (right). Dr. Conant has given up the presidency

of the university to become U.S. High Commissioner for Germany, the post in which Mr. McCloy gained much of the experience on which he based his lectures.

# New Tasks for Diplomacy

Former High Commissioner explains part U.S. envoys must play in the cold war

by JOHN J. MCCLOY

*This article has been excerpted from the Godkin lectures delivered at Harvard this past January by former U.S. High Commissioner for Germany John J. McCloy. Mr. McCloy, onetime Assistant Secretary of War, served in the post from 1949 to 1952, is now chairman of the Chase National Bank. The complete text of his three speeches will be published in book form later this year by Harvard University Press.*

**T**HE major aim of American policy must be to bring the free nations together in community projects so that they will be in a position 1) to advance their own freedom and prosperity and 2) to prevent the further divisive influence of Soviet Communism. Such a policy means that the American representative abroad has two major and inseparable tasks: he must interpret the U.S., its aims, its aspirations, its culture, to the country in which he is stationed; equally important, he must help to identify the common interests and ideas that bind nations together, and to aid in overcoming old suspicions, jealousies and antagonistic tendencies.

The role of mediator and helper is not an easy one among individuals; it is a more difficult one among nations. The difficulty is compounded by the anti-American feeling which is prevalent in Europe—perhaps elsewhere in the world also—and by the passionate efforts of the Communists to stir it up.

Even were we not faced with this sentiment abroad, the point that our foreign representation requires new techniques would in my judgment be valid. If they are to be successful our representatives should be fully sensitive, though not oversensitive, to this atmosphere of irritation—if not of hostility—toward the U.S.

Among the peoples of Europe and elsewhere there is, of course, a fundamental feeling of friendship for the U.S. There is substantial recognition of the role we have played in assuaging human misery, in reestablishing their economies, and of our attachment to the concepts of liberty and individual rights.

Europeans do not fear territorial encroachments or exploitation by the U.S. They welcome the security our strength affords them though at the same time they fear our combativeness. Even among those who are fundamentally well disposed toward the American colossus there is an indisputable degree of jealousy and irritation toward us and our methods. Among the political leaders and the intellectuals there is a

widespread disposition to question our ability to carry out a steady, balanced policy.

Europeans look back to the days of their own power and inwardly resent its transfer to the U.S. They feel the need of compensation and they fill it to a large extent with criticism of our culture and our manners. All aspects of modern civilization which the European intellectual decries are apt to be labeled "American." By the use of some clever propaganda, Marx's *Das Kapital* and the entire Marxian analysis, which were based on a study of conditions in England, France and Germany generations ago, are made to appear as if they had been inspired by American "exploitation and capitalism" today.

This thinking has cut deep into areas where one would imagine that America would find widest understanding. I have in mind particularly the European Socialists, who have developed a certain coolness toward the U.S. This is disturbing because the Socialist movement is old and established in Europe and because large segments among the Socialists are liberal-minded individuals.

The Socialists generally represent a democratic force. They are almost uniformly bitterly opposed to Soviet Communism. This cannot be said of their extreme left-wingers but it can be of the general mass of these parties. Nevertheless, the Socialist attitude, though not violently hostile, is one of skepticism bordering on ideological antagonism to the U.S. It is accentuated in those countries where the Socialists are in opposition to governments whose policies are generally favorable to the U.S.

The advantages of the American system and its departures from the backward capitalism which has in the past characterized European life are largely unknown among the rank and file of Socialists of Europe. Moreover, the very fact that the American economy has been successful in distributing its advantages in a classless manner stirs some of the doctrinaire Socialists into a sort of ideological excitement of antagonisms that cannot be ignored. This is one of the basic problems facing American representation abroad and it is one which must be dealt with.

It is apparent that to be successful in his mission of interpreting the U.S. abroad and developing unity among the free nations, the American representative must possess the vision of the statesman, the



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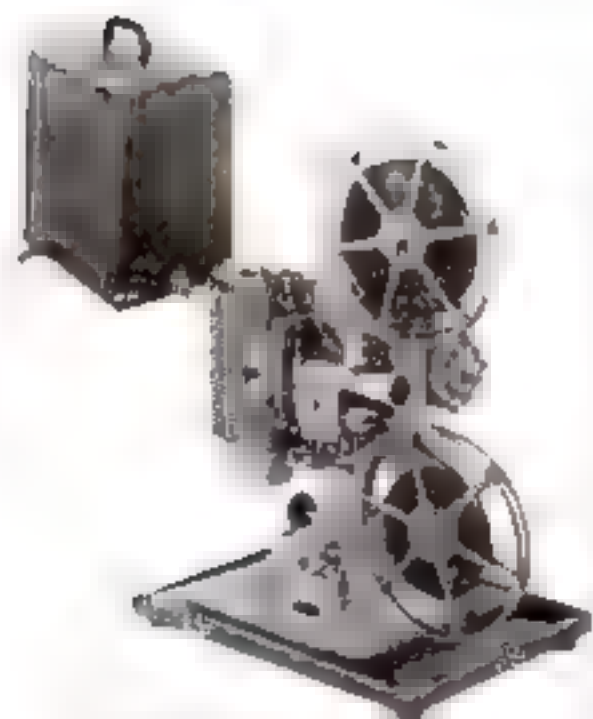


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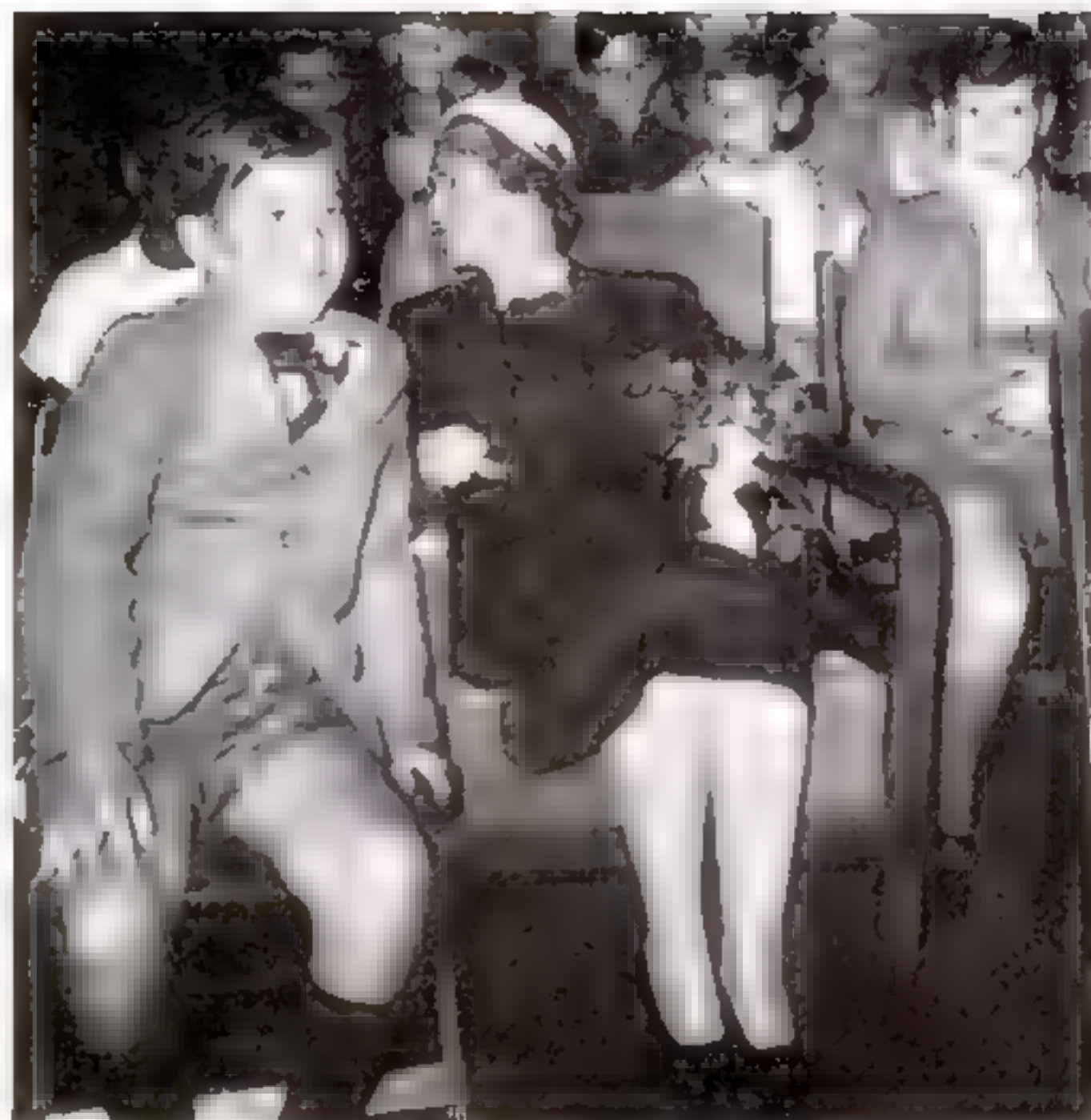
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**DIPLOMACY** CONTINUED

insight of the philosopher and the healing powers of the doctor.

The job of the American representative in Europe—and elsewhere in the world—is no longer that of the king's messenger, transmitting notes, cabling back replies and sending interminable reports on the situation. His task is to participate and cooperate in the development of all policies that bring free peoples and nations together.

Needless to say, the American representative abroad should not attempt to build backfires against governments in power, he must not interfere with local interests and he cannot be in favor of or against parties or personalities. But there is a large area where there are legitimate interests in connection with building the community.

In Germany it is the task of American representation to demonstrate the need for the European community, the opportunities in it, the danger if it is not realized. The American representative is in a position to demonstrate that we seek no material advantages from the Germans; that our presence guarantees that there will be no discrimination against Germany within the common alliance; above all, that we are prepared to support the new Germany in its efforts to strengthen its democratic regime and democratic institutions within the European community.

In France there are different demands on our representation. The United States understands the fears which still persist in France of Germans in uniform. It is the job of our representation in France to convince the French that we will not permit the domination of France by Germany, that the best way to avoid it is to blend Germany into the European community.

Britain's position presents difficulties, but her economy and her defense demand the closest association with those who share her interests. It is the job of our representation to help convince the British that they should support the European community and stand in close contact with it.

It is obvious that to meet these tasks American representation in the field must be vigorous, self-reliant, well informed, active. Above all, American representatives must have a large degree of independence. I do not mean that American ambassadors should be in a position to form their own independent foreign policies. I mean they must have freedom of action in implementing the over-all policy of unity. They must not be confined to reading stacks of cables all signed by the Secretary of State who could not possibly have written or seen one one-hundredth of them. They should not be tied down to either end of the teletype machine or mailbox. The American representative must be free to get around and travel without reporting from every whistle stop to the home station.

The American representative needs a large grant of authority

CONTINUED ON PAGE 30





## How a taste is born

You may not know it, but the first step in making Schenley whiskies begins with you.

In fact, you had a hand in deciding the taste of your favorite Schenley brand—before it ever appeared at the corner store and tavern.

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Once the nation's preference is known, Schenley makes very certain that every bottle of this whiskey has the same fine taste. In scientific tests, panels of expert tasters insure that each bottle matches the standards you've set.

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4oz. 47¢  
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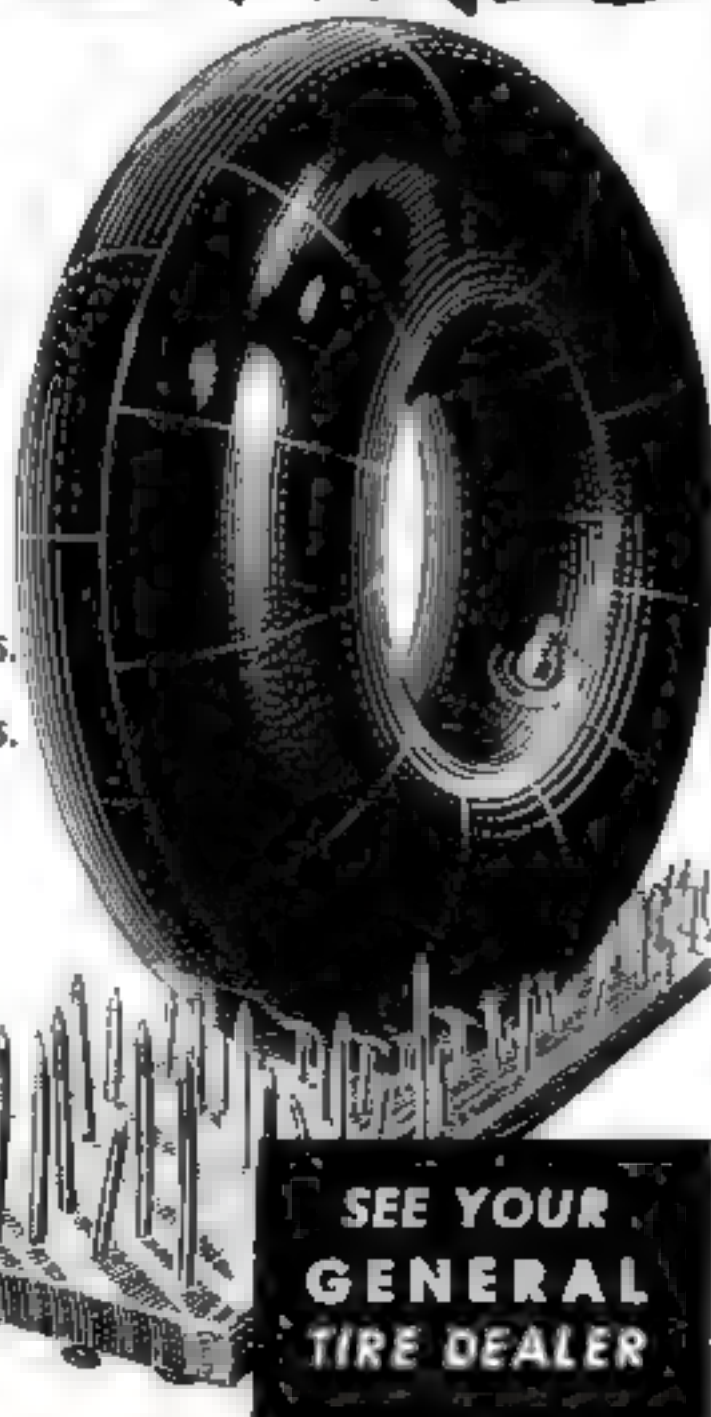
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- 100% natural rubber. Outwears several casings.



**SEE YOUR  
 GENERAL  
 TIRE DEALER**



**EAST GERMAN YOUTHS**, in Berlin for 1951 Red rally, lounge in front of Chinese gate in Soviet Zone. The McCloy's entertained some of them in the West Zone, fed them and explained the U.S. position in world affairs.

**DIPLOMACY CONTINUED**

as well as of independence. There should be no doubt in the minds of the foreign political leaders with whom he talks that, within the area staked out by the over-all policy of his government, he is in a position to exercise his own imagination and ideas and that his words and actions are fully supported at home. I would suggest also that the head of the U.S. mission in each country should be the final authority to dispose of our economic and military aid programs subject to the over-all policy laid down by Washington. If someone else in his jurisdiction is to dispose of these funds it will not be long before the influence of the chief U.S. authority in the land is seriously diluted.

THERE is another level, in addition to the political, at which the divisive tactics of the Communists require effective representation of the U.S. abroad. This is at the level of the people themselves. It was my experience that an evening of discussion with farmer or labor groups in Germany, with the editors and publishers, with university men and women, with heads of women's or youth organizations, was far more useful and interesting than attendance at any diplomatic reception.

A meeting which took place at my home in Berlin during the great Communist Youth Rally of August 1951 is a good illustration of the usefulness of such meetings. For that giant propaganda effort hundreds of thousands, indeed, about a million, East Zone German youth had been marshaled into East Berlin to demonstrate against the West, particularly against the United States. These young people, representing the youth of East Germany, were gathered together by the Communists in an effort to achieve a great political advantage.

We managed to pick up a score of these young people from the streets and have them in for lunch. They were badly dressed, sallow, hungry. Although it was obvious they had not been converted by the Communists, it was equally clear that Communist propaganda had made them suspicious of the U.S. Over a New England boiled luncheon these young people asked intelligent, incisive questions about the U.S., our aims, our economy, our plans for Germany. They came, as I have said, for lunch, but they remained until dinner. When they left they had some new perspectives and so did we. Later, after they had returned into the anonymity of the East Zone, we received evidence that the contact these youths had been able to make in West Berlin during the

CONTINUED ON PAGE 92



# NEW HOPE FROM "FRIENDLY" SOIL

This is the time of year when a lot of gardeners dig and dig—plant seeds—then sit back and wait for something to happen. Quite often, nothing does—simply because the soil is in poor *mechanical* shape. No matter how well it is cultivated, it soon packs, hardens and cracks during normal sun and rain periods of the growing season. Naturally, plants can't do as well in such soil.

Now, there's new hope for people with problem soil like this. Simply by mixing in *Krilium*\* soil conditioner, it is changed to "friendly" soil—soil that stays loose, crumbly and porous—that encourages seeds to sprout, roots to form and plants to come up easily through the soil, out into the sunshine.

The effect of *Krilium* is instant and lasting—it makes soil quickly and easily workable and saves gardeners hours of backbreaking work. Too, soil treated with *Krilium* absorbs water more readily—takes it down to the root area where it does the most good. Water doesn't collect and stand in puddles on the surface until dried up by the sun.

Even if your past experience in gardening has left you a bit discouraged, don't give up. This year try *Krilium* and see what a big difference it makes. It's easy to apply—simply prepare your garden as before and then mix in *Krilium*. If you have been using fertilizer, continue as in the past, BUT—this time, instead of an ordinary fertilizer, use *Folium*, Monsanto's new balanced plant food.

## Folium—Companion to Krilium

*Folium* is a water-soluble concentrate that is absorbed by the plant within 30 minutes after application. It mixes quickly with water—forms a clear solution—will not burn tender leaf areas or shock young or delicate plants. Equally effective when applied either to leaves or roots. Ideal for lawns, flowers, shrubs, small fruits, vegetables, shade trees, house plants. Very economical—5 pounds will make enough solution to feed an average-sized lawn for a whole season. Easy to apply—*Folium* can be sprinkled or sprayed on with siphon-spray equipment.

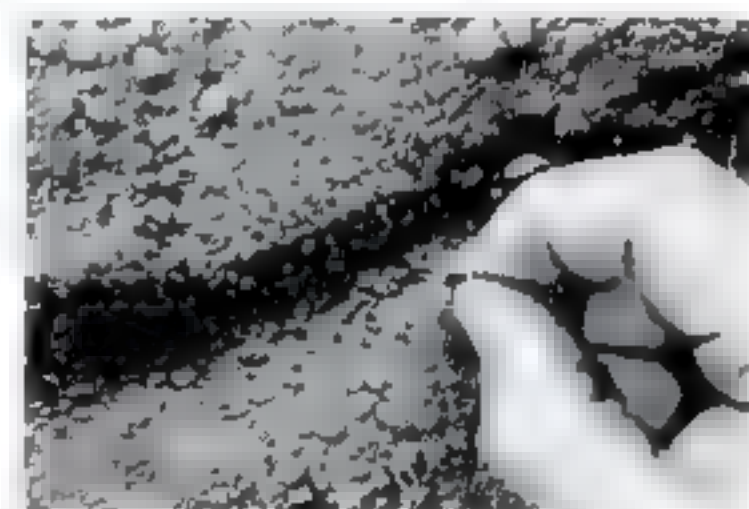


Example of strong, healthy seedling emergence in soil that has been treated with *Krilium* soil conditioner to maintain good soil structure.

## KRILIUM SOIL CONDITIONER IS EASY TO APPLY



Simply prepare soil as usual for seeding—mix in *Krilium* soil conditioner.



Plant seeds as usual. If you are accustomed to using fertilizer, add *Folium*.

NEW LOW PRICES, KRILIUM GARDEN MIXTURE—5-LB., \$4.95.. 1-LB., \$1.39

## Quick picture story of Krilium soil conditioning



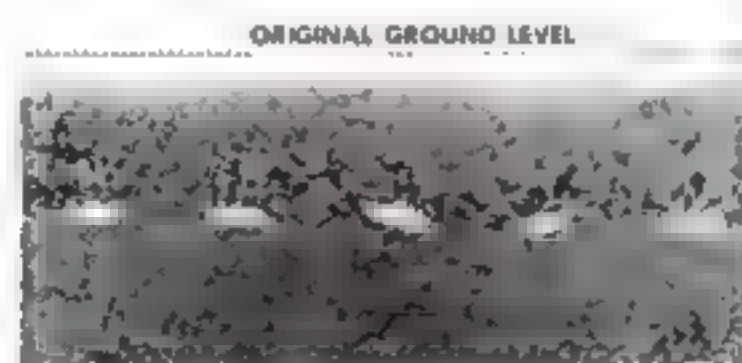
1st day; planting. Cucumber seeds planted in untreated soil that has been properly prepared for seeding. Note dotted line representing original ground level.



2nd day; watering. Soil has been watered, as is customary after planting seeds in garden. Note how soil has packed down and shrunk nearly 1/4 inch from original level.



1st day; planting. Soil here is identical with that in picture above, except that it has been treated with *Krilium* soil conditioner. Note original ground level.



2nd day; watering. Treated soil has been watered, the same as untreated soil just above. Note that soil remains porous and crumbly, has dropped only slightly from original level.



5th day; germination. Seeds in packed and shrunken soil find it difficult to germinate freely. This retards development—in fact, seeds often don't come up.



8th day; emergence. While root structures are being formed—even with difficulty—actual emergence has not taken place. It is only in the beginning stages.



5th day; germination. Note the considerable difference that has taken place in germination when seeds are surrounded by soil that is kept loose and porous by *Krilium*.



8th day; emergence. All plants are off to a good, healthy start. Note strong root formation—also how porous soil structure permits ready absorption of water and air.

Use *Krilium* for proper soil conditioning—*Folium* for proper plant feeding. At your dealer's. *Krilium* is available in 1-lb. and 5-lb. home-garden-mixture packages—in 10-lb., 25-lb. and 50-lb. full-strength mixture for treating larger areas. *Folium* is available in 2-oz., 1-lb. and 5-lb. packages... MONSANTO CHEMICAL COMPANY, Merchandising Division, 1700 South Second Street, St. Louis 4, Missouri. In Canada, Monsanto Canada Limited, Montreal, Toronto, Vancouver.

\*Reg. U. S. Pat. Off.  
*Folium*: Monsanto Trade-mark





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**Magnavox**  
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## DIPLOMACY CONTINUED

rally had had a profound effect throughout all East Germany. It is interesting to note that the Communist leaders staged the next rally in Leipzig where there are no West sectors.

Recently I asked Richard Casey, the Minister for External Affairs of Australia, what he saw as the great need in advancing the cause of freedom and peace, particularly in the underdeveloped areas of the world. His answer was in effect that here and there in every country there were men and women who did have the capacity to communicate and some who, as he put it, were "touched by the hand of God" with an ability to understand and influence peoples. He said that a serious effort should be made to identify these men and women and make it possible for them to exert their genius in stimulating other people to develop their latent powers.

I think Mr. Casey had in mind some of the remarkable men who were developed by the British out of their wide contacts and understanding with native races. I do not suggest that any Americans enjoy this state of grace nor do I intend to suggest that our representatives abroad should be turned into diplomatic St. Pauls. I do mean that there is an element in modern representation abroad which is quite new, very important and which requires new techniques. Official contacts are primary and will continue to be so. But the limitations which surround official negotiations can be broadened through emphasis upon this phase of representation.

The fact is we are dealing with movements today rather than with national problems and you do not cope with such movements by delivering *aide-memoires* to the foreign office. There must even be a sacrifice of the time now devoted to kind, friendly, but numerically taxing fellow countrymen who, again for a strange reason, include the American ambassador and his staff among the musts on a sightseeing tour.

THE kind of U.S. representation abroad which I have in mind goes beyond traditional diplomatic practice. It has been the custom, apart from a relatively few dignified appearances at properly arranged functions, to deal only with governments and to look upon activities beyond this as imprudent or as intervention in the domestic affairs of other sovereign states. But I question whether this meets the modern need.

The Soviet Union attempts and in large measure succeeds in carrying its aggression to every village and every level of society. Our problem is to provide helpful leadership for free peoples in such a way that the distinction between leadership and aggression is clearly understood. If we succeed in doing this, the Communist psychological trick of accusing the U.S. of doing what the Soviet itself does would carry no conviction.

All of this points to very heavy exactions upon our overseas personnel. In addition to bringing technical and professional equipment to the job, they should approach it with wide understanding. They should know American history and world history. They should be able to communicate with wide varieties of people. This does not necessarily require a knowledge of languages but it comes close to demanding it.

We need regional as well as country experts. To obtain such men and women for our foreign service we must go to all strata of American society and choose persons who know the problems and not rely only on regular officials who are supposed to perform equally well wherever they are sent. In Germany some of the finest public servants we had were men of German background who had come to the U.S. during the Hitler era. The knowledge of the local situation which these men had made them invaluable for our mission. Such men deserve a chance to remain in our foreign service.

If men (and I have in mind the head of the mission as well as his staff) show they are failing in a mission, that they are not equipped to meet the situation, they should be removed. The time is past when we can afford to keep men in posts who merely coast along until they weary of it, retire or are rotated in accordance with a sort of time-clock system. The conflict between the free nations and Soviet Russia is of such magnitude and scope that we cannot afford failure or lackadaisical effort at critical spots in the world. Our successful representatives abroad deserve full support. The others should make way for new men.

It is obvious that in the State Department there are at all levels devoted, loyal public servants, many of whom are men of capacity and imagination. In Germany I was fortunate to have had the assistance of such people—fine, hard-working, foreign service officers. These people deserve advancement and recognition.

In recent years our military people have made large strides in broadening their understanding of the nonmilitary factors involved in foreign policy. Perhaps one of the reasons may be institutional. I have been very much impressed with the breadth of



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## DIPLOMACY CONTINUED

thinking in political matters at the National War College administered directly by the Joint Chiefs of Staff. It is interesting that there is no similar civilian or State Department school to which the future generals may repair to receive training in political and economic studies. The Foreign Service Institute as presently constituted does not remotely resemble what I have in mind. Such an institution, if it existed, might help the military become as aware of political interests as the State Department officials are of military considerations.

Although it has been suggested that the name of the War College be changed and that it be conducted as a full joint operation of the departments of State and Defense, I have some doubt whether this is the full solution. In my judgment the State Department people require a greater sophistication in political matters than the War College now gives. Although the future generals are rather well equipped politically by these courses for their military duties, I doubt that they go far enough for the future political leaders. Military officers should certainly not be excluded from this fuller political sophistication, nor should such a political college as I am suggesting fail to deal seriously with military matters.

There are some who feel that such a course would be better conducted in our universities or in a number of institutions connected with universities throughout the country. I feel that the advantage which the government institution has is that it is closer to the center of responsibility and to the realities of policymaking.

I BELIEVE that our intellectuals have not exerted the influence that they might have on the thinking abroad in regard to the significance of American political, economic and cultural developments. It is my impression that while the hostile attitude toward the U.S. shown by many intellectuals abroad is in some cases merely a pose, in others it reflects the irritation over American influence. This would not be too disturbing if these European writers, thinkers and teachers did not preserve silence both about what is going on in the United States in respect of our tremendous efforts to preserve a free society throughout the world and what is going on in the Soviet Union and the satellite countries to suppress it. But here at home the product is no less undistinguished. Where are the answers, for example, to some of the nonsense that Sartre has been currently writing? The American intellectual, I repeat, is not having the impact on thinking in Europe and in the rest of the world that he should have.

If the United States is to have effective representation abroad, all strata of our society must contribute to it. The universities carry a large share of this burden. Other institutions and organizations have large tasks to bear in these matters. Our private foundations have the responsibility of supporting research, ideas and men, or providing means here and abroad to advance community projects which in turn, I believe, would be advancing the cause of peace. And the press and other information media, carrying the obligation of public enlightenment, should assume their share of the responsibility, which in general they have quite failed to do.

Responsibility is the key. I believe it is a lesson of American history that when we meet our responsibilities with minds open to new ideas and concepts, with determination and with firm adherence to our tradition of tolerance and freedom, no challenge is too great for us. That is true, I believe, today when we face the great challenges to our foreign policy, which are, in reality, challenges to peace and freedom in the world.



IN McCLOY'S OLD POST as U.S. High Commissioner for Germany, Co-nant is shown through refugee center in West Berlin by Mayor Ernst Reuter.



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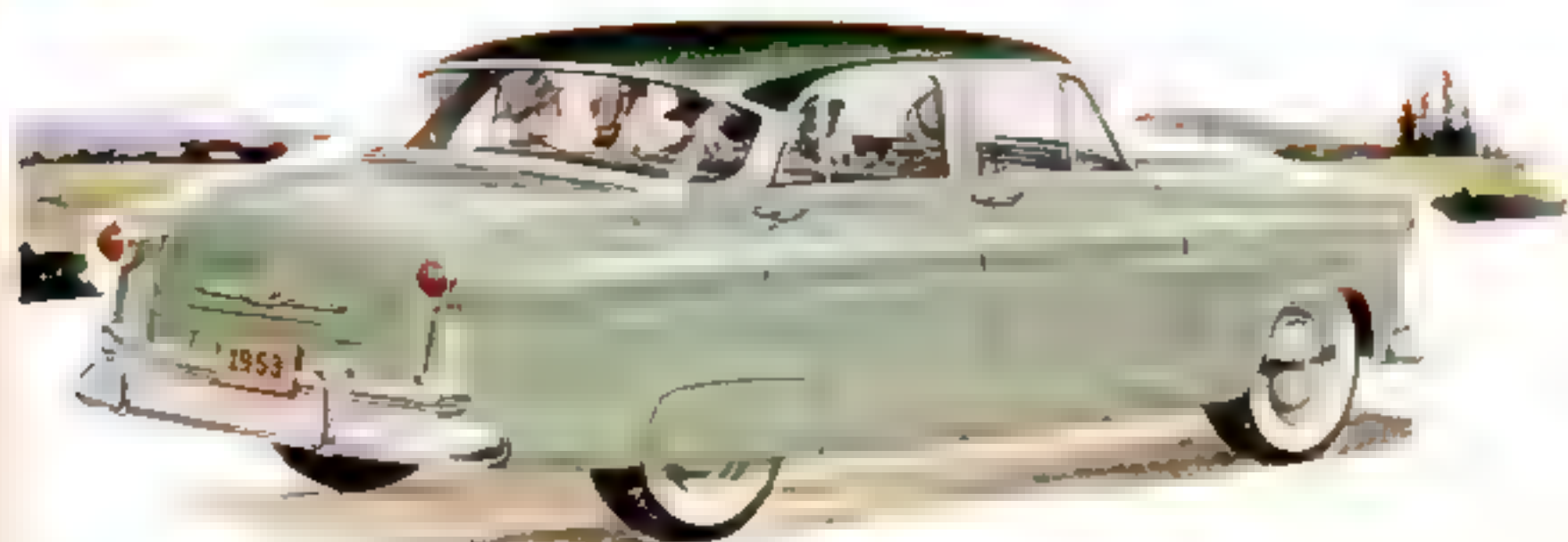
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This exciting new motor car is only possible because of Hudson's exclusive "step-down" design, which creates the lowest center of gravity among American cars. This enables the new Hudson Jet to hug the road more tightly, ride more steadily than any other car, except another Hudson!

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As you drive this new wonder car, you find its weight is so perfectly balanced that you steer without "wheel fight" and park in a tight spot with little or no effort.

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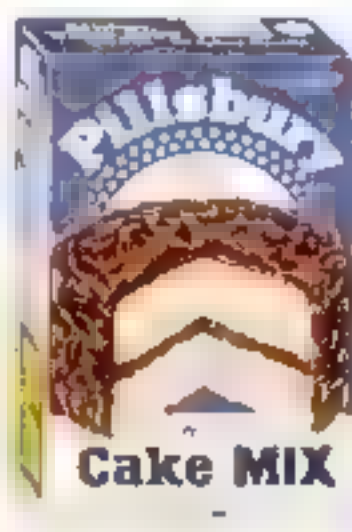
# Got the notion?

Why don't you bake one of these terrific cakes?

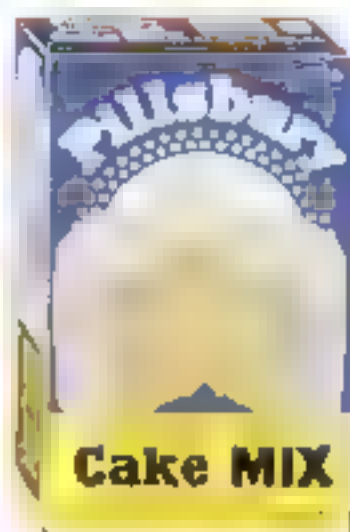
Just add milk. You do it in minutes. You get something momentous.



Milk is all you add



Cake MIX



Cake MIX



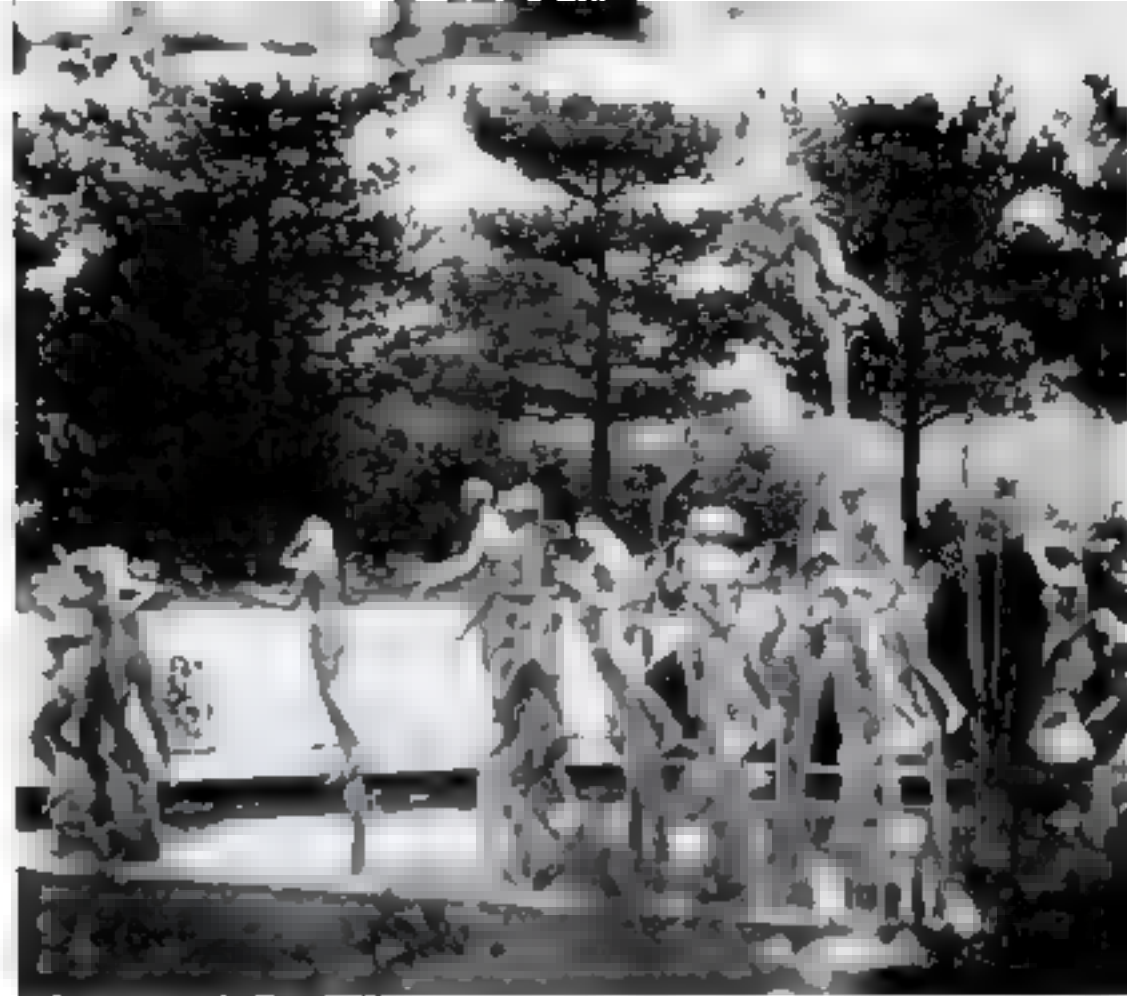
Cake MIX

No eggs, flavoring or extras of any kind required.  
These are complete mixes.

## Pillsbury Cake Mixes

WHITE • CHOCOLATE FUDGE • GOLDEN YELLOW





**THE FOUNTAIN**, whose 38 bronze sculptures are posed on slim stalks and pedestals, cost \$250,000.

# Happy World of the Dead

**FOUNTAIN BY MILLES  
DEPICTS HIS FRIENDS**

Twelve years ago the Swedish-born sculptor Carl Milles set to work on a fountain for a cemetery in Falls Church, Va. It was to portray the world of the dead—not a sad world but a joyful one in which people are reunited with their loved ones. As models, Milles chose to represent his own friends who had died and whom he still remembered vividly. As the years went by, Milles' memory and studio became crowded with their images. By 1948 he was ready with 12 statues, which he shipped off to be cast in bronze (*LIFE*, Aug. 30, 1948). But Milles kept on re-creating his memories, modeling with graceful realism the figures of young mothers, children, an old man—all seeming to be caught in a contented half-dream between the worlds of earth and spirit.

A few months ago all 38 sculptures of the Fountain of Faith were cast and Milles went to Virginia to install them. Today they occupy a granite pool, set in a pine grove. Over them hovers a sprightly figure whom Milles identifies not as an old friend but as an angel. He is watching the happy reunions but also, says Milles, "he is listening to what the people who look at the fountain are saying."

**IN JOYFUL SURPRISE**, a mother discovers that her newborn baby has followed her up to heaven.

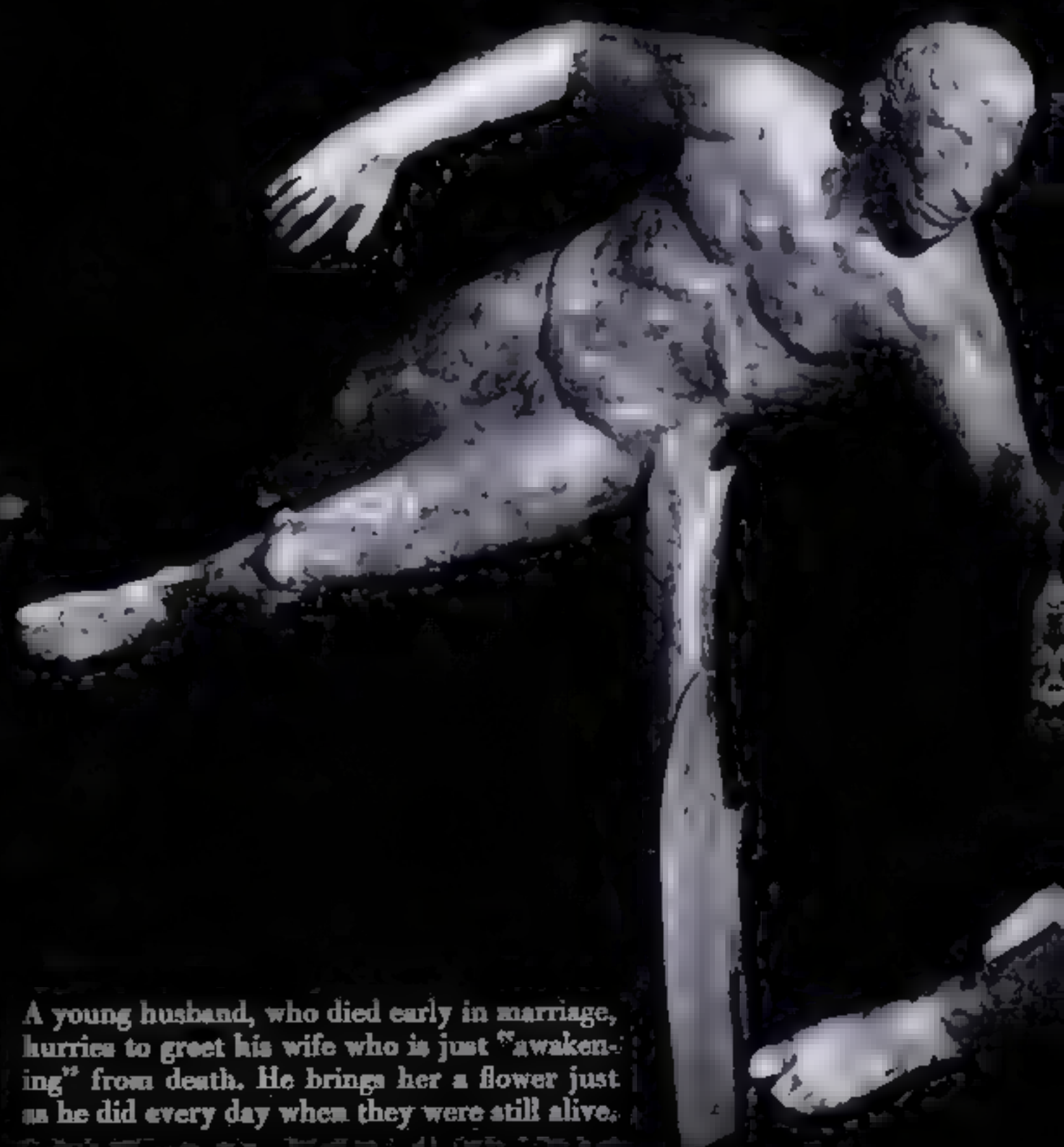




Near his home in Stockholm, Milles used to watch a group of children "rushing about with the wind." Carefree, they climbed into a boat, drifted off and disappeared forever into the sea.



A little Swedish girl who died when she was still young wears the shy, tender smile that impressed Milles when he saw her playing in the grass near the seashore with her pet crab.



A young husband, who died early in marriage, hurries to greet his wife who is just "awakening" from death. He brings her a flower just as he did every day when they were still alive.





A young American girl (*left*) who died in child-birth lifts her baby toward heaven in thanks to God for sending child to her. Angel (*above*) pauses with his pipes in hand as if to listen.

A favorite friend of Milles' was an old French philosopher who lived alone with his dogs and tended cattle. Just before he died he poisoned his dogs so they would meet him "up there."



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Brookwood\*  
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Such shining beauty—such treasured loveliness! Your table set with the romantic, sentimental *Plantation*\* instantly becomes the perfect setting for you. Its rich, radiant finish, delicate balance, and deeply carved detail will give you years and years of pleasure! For all these patterns have an extra overlay of pure silver on most-used pieces. And compared to any fine silverplate, you get 18 more pieces for less money! See the gracefully modern *Del Mar* pattern, new *Enchantment* and contemporary *Brookwood*. All are made by Oneida Ltd., a great name in fine silverware.

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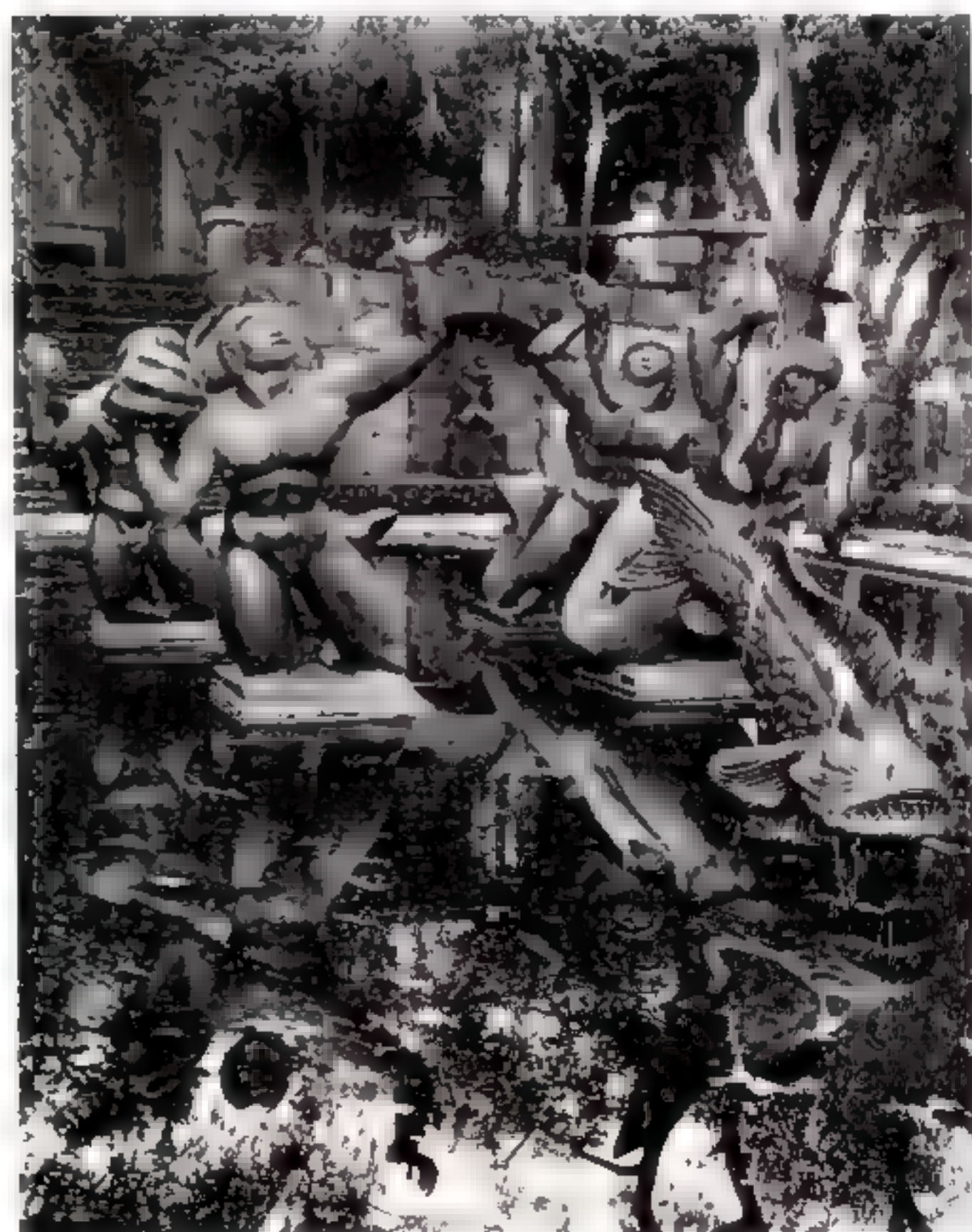
MILLES CONTINUED



WHITE-HAIRED MILLES, at 77, roves around his garden, directing workmen and rearranging his statues.

## FONDNESS FOR FOUNTAINS

Perhaps because he was born near Stockholm, a city fringed by the sea, Carl Milles has always been interested in water and fountains. In Sweden he is famous for six large fountains that grace city parks and squares. In America his first commission was to design the Fountain of Diana in Chicago. Since then he has created four more for the U.S., including the spectacular *Marriage of the Rivers* in St. Louis (LIFE, June 10, 1940). Though he is now a U.S. citizen settled at Cranbrook, Mich., Milles spends part of the year at his island home in Stockholm, which he has filled with his sculpture and turned into a museum. He has ornamented the gardens with three fountains, provided pools for several more. But it will be some time before he can tend to them for he is now at work on plans for two new fountains to be erected in New York City, one at the Metropolitan Museum and another at the U.N.



TRITONS AND FISH, cavorting in a pool in Milles' Stockholm garden, were copied from fountains he created for Halmstad and Goteborg, Sweden.



When you start driving home  
from the movies

*Acid Action starts to attack your engine!*

When you start a cooled-off engine, the burning of gasoline forms acids which immediately attack the cold cylinder walls. This Acid Action—not friction—is the major cause of engine wear.

Short runs to the movies, to the bank, to the store—with your engine cooling off between trips—add up to this: *one mile in every three you drive is an Acid Action mile.*

Shell X-100 Motor Oil, pioneer in counteracting Acid Action with alkaline "X" safety factors, now at a cost of a million dollars per year has increased this protection—with safety factors almost doubled.

Shell X-100 Motor Oil now *stops Acid Action*, the major cause of engine wear... Extra cleansing factors prevent fouling deposits on hydraulic valve lifters and other vital parts.

Shell X-100 is a heavy-duty, premium motor oil. At your next oil change let your Shell dealer drain and refill your crankcase with new Shell X-100 Motor Oil. It's incomparable.



**Shell X-100  
Stops the Major  
Cause of  
Engine Wear**





# "Melba

*A brand new flavor in wheat flakes.*



Look for this bright, new Kellogg's Pep package, at your grocer's. Inside you'll find the whole wheat flakes that are Melba-Toasted for extra crispness and richer flavor—kept even-fresh by Kellogg's Waxtite inner wrap.



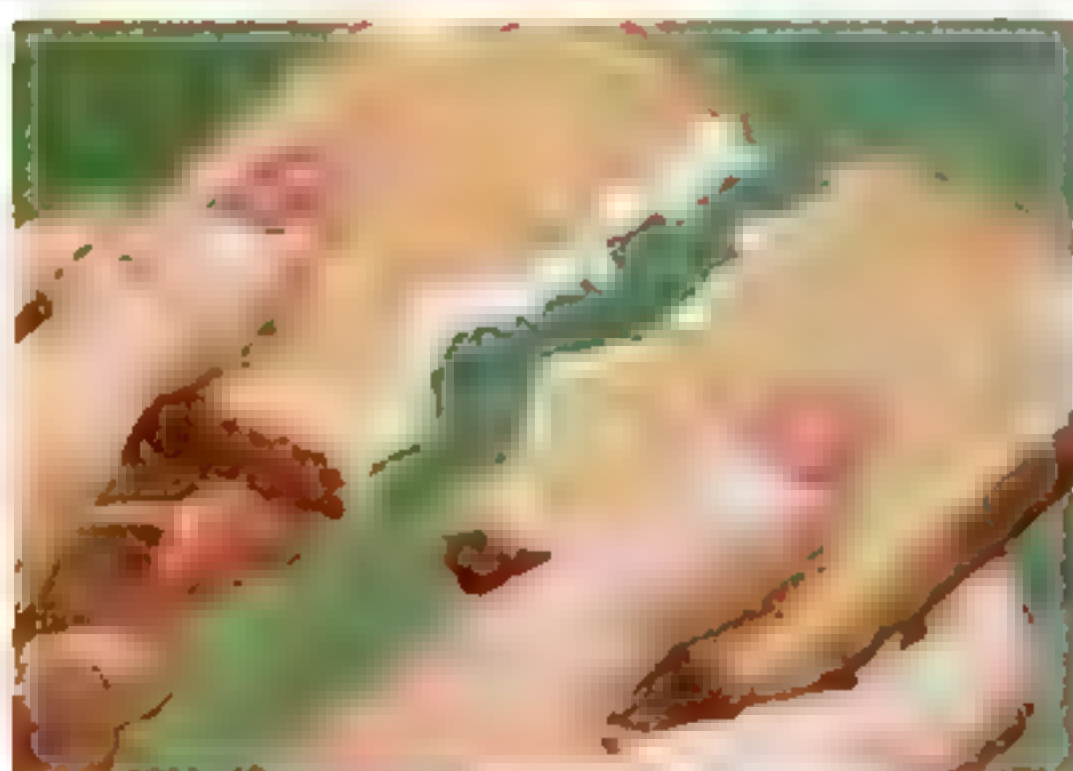
*Kellogg's* **PEP**



# “Toasting”

from *Kellogg's* “Flavor Kitchens”

Here's the difference between surface toasting and “Melba-Toasting”



Toast a slice of fresh bread. Seems crisp when you take it from the toaster. But it becomes limp in a matter of minutes. That's because only the surface has been toasted.



Break open a slice of Melba Toast. Note how the rich toast color goes all the way through, keeps each slice crunchy crisp. It never goes limp!

## Deep toasting “heat blends” the sunny wheat flavors and keeps the flakes crackling crisp

If you had spent 47 years in the kitchen, you'd probably feel that you knew about all there is to know about cooking, wouldn't you?

That's how long we've spent in the “kitchens” where Kellogg cereals are cooked, flavored and toasted. But things keep happening that prove to us that there's always something new to learn about making breakfast cereals just the way you want them.

Just recently, our folks made a new flavor discovery—a process called Melba-Toasting, which is what makes Pep Wheat Flakes taste so extra crisp and gives them their richer flavor. Here's the way it works:

We put the wheat flakes in special radiant ovens where the heat is so intense that it penetrates every flake and toasts it just as golden brown and crisp inside as it is outside—just like Melba Toast. While this is going on, some wonderful things are happening to the flavor, too—because the radiant heat brings together the secret Kellogg flavoring and the natural grain flavor into a blend that you can't touch in any other wheat flakes.

We hope you won't be as long in discovering Melba-Toasting as we were because Melba-Toasted Pep Wheat Flakes are something you'll want to see a lot of on your breakfast table. Starting tomorrow, maybe?

the **MELBA-TOASTED** Wheat Flakes



OUTDOOR COOKING has Come of Age



# Now Gin has Come of Age...

*Prove it with a Seagram Rickey*



**A** feast fit for a king — for you!

And that's when the smoother, dryer, *pleasant taste* of Seagram's proves itself. Because only Seagram's Gin is created with such patient, leisurely care that it makes a heartier, sturdier mixed drink that you can really enjoy.

The Original American Golden Gin—first basic improvement in gin in 300 years.

## As Modern as Tomorrow

Costs More — and Worth it!

DISTILLED FROM AMERICAN GRAIN. 90 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.

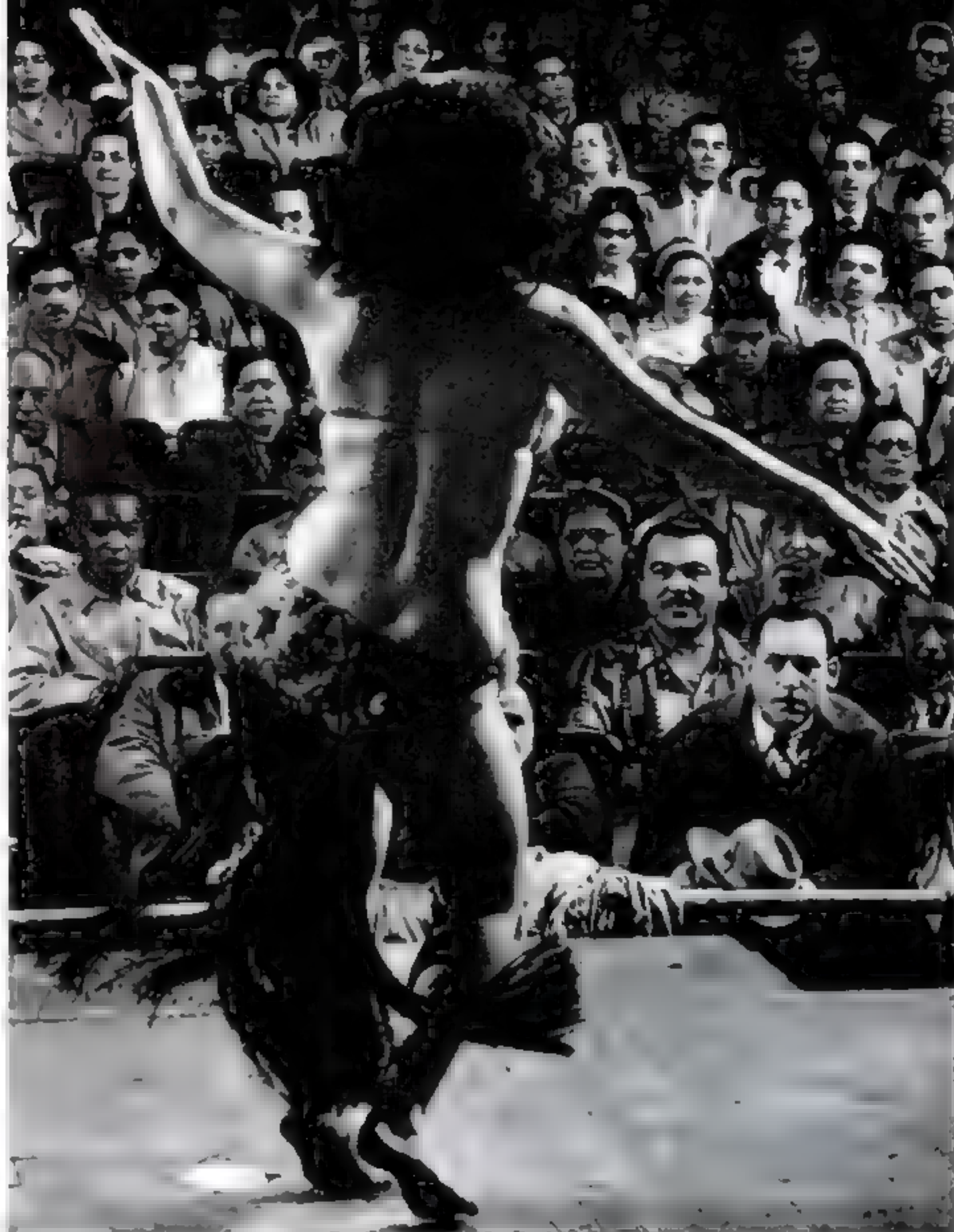


# 'TAHITIAN' FOR LATINS

How Tongolele warms an audience

In Latin America there is no dancer today who is more celebrated and highly paid than 24-year-old Tongolele. Green-eyed, raven-haired and lightly clad, she gyrates in a style she calls "Tahitian" but which most of her fans agree is international. In Mexico City her dancing became so international that she was banned for a time from television. In the less inhibiting atmosphere of movies, theaters and nightclubs, Tongolele earns as much as \$5,000 a week.

But until recently Tongolele, who was born Yolanda Montes in Seattle, has had less success with U.S. audiences which she considered "muy frias" (very cold). This winter, however, she made her New York debut in a Spanish-American theater. At her first few wriggles (right) the audience sat rigid. After a few more they erupted into shouts (below) of "ay!ay!ay" and "qué padre estás madre!" (oh, daddy, what a mama!). Without missing a drum beat, Tongolele broke into a smile and started revising her opinion of U.S. audiences.



**MAKING HER DEBUT** at Manhattan's Hispano Theater, Tongolele stuns audience with "Tahitian"

dance. Thus, she explains, is done with "basic and abrupt hip movements, to the rhythm of drums."


**WARMING UP TO TONGOLELE**, HER SPANISH-AMERICAN AUDIENCE BREAKS INTO SMILES, BEGINS TO SHOUT ENCOURAGEMENT AND "PUERTA!" (TAKE IT OFF!)



CONTINUED ON NEXT PAGE



*The High Note of the  
Easter Season*



# PAAS

EASTER EGG COLORS  
and COMPLETE EASTER  
EGG DECORATING KITS

Keep **BREATH**  
daisy **FRESH**



**F&F** DELICIOUS  
**CHLOROPHYLL**  
**MINTS**

Take no chances! Eat a delicious  
F & F Chlorophyll candy Mint  
after every meal. Relieves bad  
odors originating in the mouth.  
**10¢**  
for big roll at your candy counter

Now... Handiest Hand Care

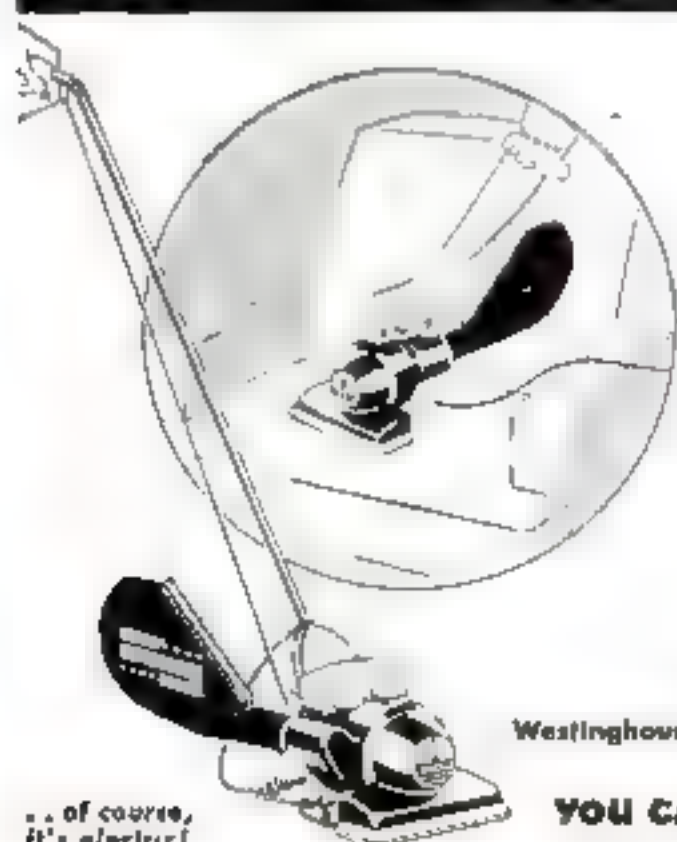
*"All Hands"* *non-stick hand stick*



**LUCIEN LELONG**

HEAR  
HERITAGE  
The Radio Show based on  
LIFE'S PICTURE HISTORY  
OF WESTERN MAN  
American Broadcasting Company  
Every Thursday, 8:30 P.M. (EST)

**NEW 2-IN-1 CLEANER FOR ONLY \$29<sup>95</sup>**



**Westinghouse**  
**FLOOR-N-HAND VAC**  
WITH MOTOR-DRIVEN BRUSH  
**It's a Floor Cleaner!**  
**It's a Hand Vac!**

This powerful, double-duty cleaner is perfect  
for upstairs cleaning, last-minute tidying up  
... ideal for the smaller home, apartment or  
trailer. Westinghouse Electric Corporation,  
Electric Appliance Division, Mansfield, Ohio.

See our three popular TV shows every week...  
Westinghouse STUDIO ONE... MEET BETTY FURNESS... FREEDOM RINGS

**YOU CAN BE SURE...IF IT'S Westinghouse**

**Tongolele** CONTINUED



**WARMING UP** for a performance in Mexico City, Tongolele makes her tail feathers fly as she tries a few of her energetic hip switches on a nightclub floor.



**LETTING DOWN**, Tongolele gives her feet a rest. Her vogue in Mexico has brought on a flood of imitative wrigglers with names like Krumba and Zombie.

... of course,  
it's electrical





## Is this Easter Hat worth \$200 to you?

No fooling, it is a hat! Look again, you'll see it. It's the "Tiara"... the very last word from Paris this festive Coronation year!

Well, girls, let's face it. Come Easter and spring, you'll bow to the royal decree... with your bonnet a mere wisp of a crowning jewel—one quarter hat, three quarters hairdo.



So shop all you want for a hat with the regal look. But save that last one minute for Charles Antell and your hair... 60 seconds to make it soft, silky, instantly manageable, with that fabulous youthful look.

For no matter how dry, dull, unmanageable your hair may be, you'll find there is one thing that can

make your hair healthier-looking, more beautiful, and instantly manageable... and that is lanolin.



For unlike other kinds of oil which may merely cling to the hair surface and do no good at all, lanolin is actually absorbed by the hair and penetrates the scalp. Lanolin is nature's finest hair conditioner... a natural organic oil that comes from the hair—the hair of sheep.

And now Charles Antell has mastered the secret of refining and compounding lanolin, in famous Formula 9 and Shampoo, so it is absorbed by the hair in abundant quantity. And it will make your hair

lustrous, youthful looking, shimmering with highlights right before your very eyes.



Just try it. And regardless of how dry or brittle, the moment you apply Formula 9, you'll see it beautify your hair. Not only make it beautiful, but manageable, instantly.

So thrilling is this lasting effect, that today more men and women are switching to Charles Antell Formula 9 than to any other hair care product in history!

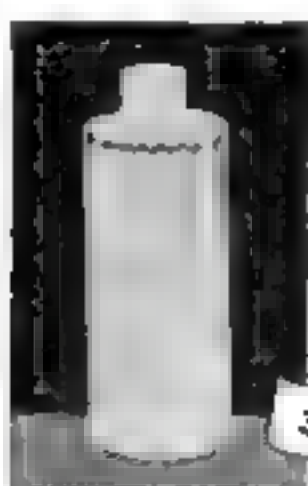
For a revelation in hair beauty... to see how ravishing you'll look in the Easter parade... try Formula 9 today!

Professional treatments available at all beauty and barber shops.



Formula 9—America's fabulous lanolin cream success, 89¢ and larger sizes, plus tax.

Liquid Formula 9—New easy to use liquid lanolin in soft squeeze bottle, 98¢ plus tax.



Regular Lanolin makes fine hair lustrous, manageable, 59¢ and larger sizes.



Liquid Creme Lanolin gives thick hair a silky, youthful look, 8 oz. size 98¢.



Creme Lanolin makes problem hair glossy and very manageable, 5 oz. size 98¢.



Supervalue combinations Formula 9 and Shampoo, to save you money, \$1.35, \$2 and \$3 plus tax.



# Charles Antell

FAMOUS FAMILY OF LANOLIN PRODUCTS

—look for them in this display





VETOED VEECK FROWNS AFTER THE VITAL VOTE

## SPORTS

# A BIG LEAGUE SQUEEZE PLAY



PLEASED PERINI FLASHES A TRIUMPHAL SMILE



NEW HOME OF THE BRAVES IS THIS 28,111-SEAT STADIUM, BUILT LAST YEAR BY COUNTY. IT COST \$5 MILLION, IS LEASED TO TEAM FOR \$1,000 A YEAR.

## IN THE FIRST TEAM SHIFT IN HALF A CENTURY THE BOSTON BRAVES BECOME THE MILWAUKEE BRAVES



JUBILANT PAPER devoted entire front page to the baseball news, ran big picture of Owner Perini.

A complicated squeeze play last week produced the major leagues' first territorial shift in 50 years. The play started last month when the Anheuser-Busch brewery bought the St. Louis Cardinals. Bill Veeck, owner of the St. Louis Browns, decided his weak team could not compete with the big beer bankroll. He tried to move to Milwaukee, but the Boston Braves had a farm team there and Owner Lou Perini refused to sell—because he had been secretly planning to move the Braves there in 1954. Then Veeck arranged to move to Baltimore. But other American League owners, always resentful of Veeck, declared his finances were in too bad shape and turned down the move.

Meanwhile Milwaukee's big league appetite had been whetted and Perini decided to move fast. Two days after Veeck was turned down, the National League approved Perini's proposal to move to Milwaukee right away. All this left Veeck in danger of being squeezed out of baseball and the Braves prematurely in Milwaukee.



IMPATIENT Harry Kunz visits ball park with his son after hearing news. So did 10,000 other fans.





*treat the  
Kids  
on Easter  
with....*

FLEER'S  
**Dubble Bubble**  
**Gum**





# Foundry for forming the future

IT IS A FAR CRY from the old-fashioned foundry to this block-long ultramodern experimental metals laboratory at the new General Motors Technical Center.

Here GM engineers deal primarily in "futures." Here they are able to delve ever deeper into the mysteries of metals. Find new uses for known metals—even develop alloys which are in essence "new" metals. And—in this way—reduce our country's dependence on strategic metals from abroad.

For example, our engineers have been seeking for years to produce ferrous metals more resistant to the damaging effects of corrosion and excessive heat.

Their experiments in this model foundry suggested coating these metals with aluminum. So they developed a special method of dipping fabricated parts in molten aluminum which they call the "Aldip" process. And, already, this gives promise of replacing alloys containing scarce and expensive metals.

Here, too, our engineers are continuing their development of GM's own method of shell molding—a more efficient, precise method of casting automotive parts. Also they create materials from which to make longer-lasting, less expensive dies.



## GM ENGINEERING

.. PERFECTS TODAY'S PROGRESS  
.. PATTERNS TOMORROW'S  
PROMISE



And it would be a bold man, indeed, who would dare a detailed prediction of the benefits which may yet stir in these melting pots and take form in these ovens.

Truly, this foundry is forming the industrial future.

Here, then, is a typical example of the way GM engineers make use of every available material, every practical method—even develop new materials and new methods—to build better, more economical products for you. In fact, it is this continuous engineering ingenuity and resourcefulness which make the key to a General Motors car—your key to greater value.



# GENERAL MOTORS

"More and Better Things for More People"

"Your Key to Greater Value—the Key to a General Motors Car"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC  
All with Body by Fisher • GMC TRUCK & COACH



© 1950 General Motors Corporation. All rights reserved. The ABU New York to cost.







Right you are—for Easter and after,  
in an Arrow Easter Parade Ensemble

Here is one of the best-looking shirt-tie-handkerchief combinations that ever came off the Arrow designing boards.

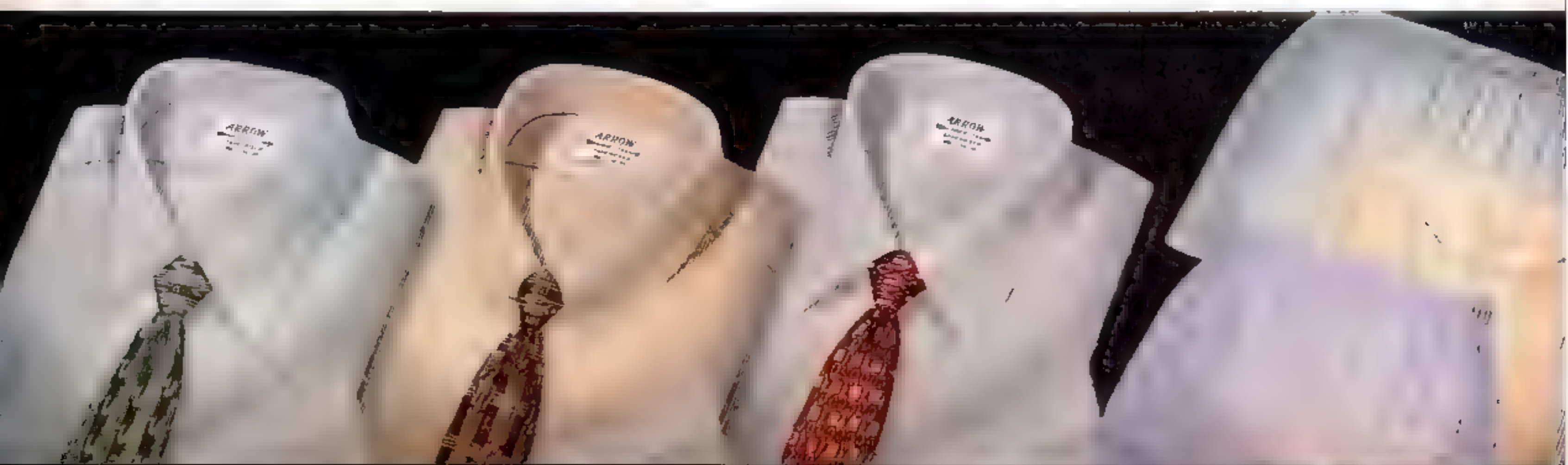
The shirt is a very neat, close-spaced pin stripe in your choice of four very popular colors, and a wide selection of famous Arrow collar styles (\$3.95 up). Harmonizing tie (pure silk, pure dye foulard at \$2.50), handkerchief (\$1.55) and even shorts (\$1.65) are all designed to go together perfectly. Shirts and undershorts are Sanitized & labeled,

fabric won't shrink more than 1". And the ties knot and drape beautifully. Why not drop in to your Arrow dealer's today? Claret, Perle & Co., Inc. Shirts, Ties, Handkerchiefs, Sports Suits, Underwear.

**ARROW**



**EASTER PARADE ENSEMBLE**







ACTUAL SIZE OF HEAD AT RIGHT

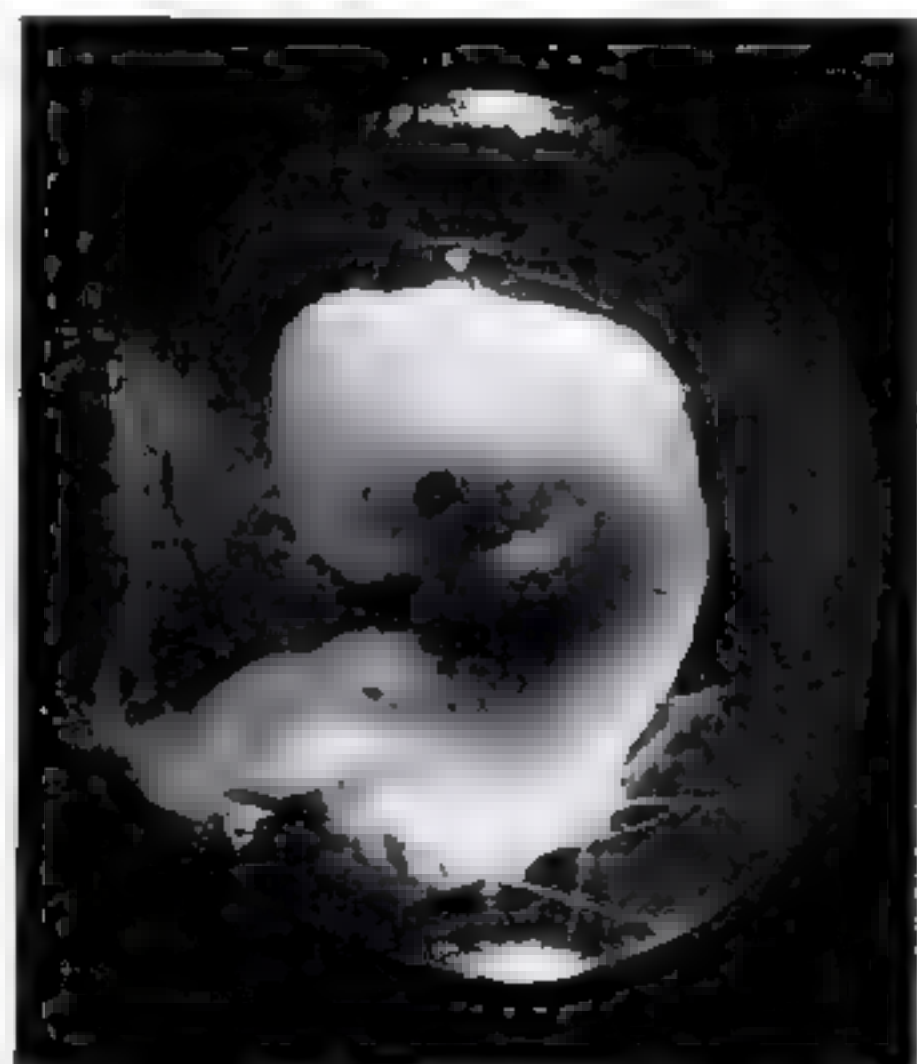
## EMBRYO'S FACE

**A portrait taken in sixth week shows tiny human taking shape**

The enigmatic creature shown in the remarkable portrait at right is a human embryo after six weeks of development. In this picture the embryo is enlarged 85 times. Its actual size is shown in the tiny rectangle above. Its length is only about half an inch and it weighs about 1/25 of an ounce. Yet it has already begun to take on a human appearance.

On each side of its bulbous head an eye is beginning to form. Its mouth cavity is just beginning to draw into proper shape. Through the delicate, translucent skin the outlines of its brain can be dimly seen, and looming between the rudimentary hands and arms is the dark shadow of its relatively huge heart.

This head and shoulders study was taken, along with the picture of the entire embryo (below), by a Swedish photographer named Lennart Nilsson. Other pictures have previously shown embryos at various stages of growth ("The Human Embryo," LIFE, July 3, 1950). But no other picture reflects more clearly than this one the wondrous transformation accomplished as, from an unrecognizable clump of tissue, a tiny human being first takes form.



EMBRYO IS PROTECTED BY FLUID-FILLED SAC



**FRONT VIEW** of embryo's head and arms shows how the eyes, which start at sides of bulging, peaked

head, move toward front of face. Fingers form on the fanlike hands about two weeks after this stage.



# California trend catches on AMERICANS ARE



**GREENWICH, CONN.,** Mrs. Irving Fitzpatrick, Jr., Zarchis Mead Lane, likes to have her buffet suppers outdoors as soon as the weather permits. "I don't fuss with things at all," says Mrs. Fitzpatrick, "yet our guests seem to have more fun. A favorite menu is spaghetti and meat balls, a green salad and California Burgundy wine. Burgundy certainly adds a party touch."

## Leave it to the Americans!

Americans are proverbial for ignoring the conventional and finding their own way of doing things. They're that way with wine. They find pleasure in wine as an appetizer before dinner, as a conversation piece when company calls, as a friendly companion to an evening of cards, or reading, or television.



**ATLANTA, GA.,** As a famed maitre d'hotel, Joe Himmel helped others to enjoyment. Now retired, he himself enjoys a before-dinner glass of Sherry at his home, 585 Candler St., N.E. "A dry California Sherry," says Mr. Himmel, "is a delightful mellow sort of drink that sets the pace for a good dinner. You'd be surprised how many of my guests prefer Sherry, too."



**DENVER, COLO.,** Mrs. John D. Gerrard-Gough, 50 Jones St., makes lamb stew with Sauterne. She says, "I used to think wine was something only French chefs used. Now I use wine as easily as salt and pepper. And what a marvelous flavor it adds!"



**CHICAGO, ILL.,** Mr. and Mrs. Robert E. Peterson of 4218 Boholink Terrace, Skokie, Illinois, enjoy a glass of Port with their after-dinner television. "I like the rich, fruity sweetness of Port," says Mrs. Peterson. "It's our favorite wine with snacks, too — especially with cheese."

## Your CALIFORNIA Wine Dealer invites you to



# DISCOVERING WINE

*82-city survey shows wine has "arrived" in the American home.*

*More than 21 million families now serve it regularly.*

*California wines heavily favored over those of other areas*

## Easygoing "California Way" of living now popular in all parts of country

WHEREVER you live in America, you probably wear sports clothes . . . or go to an outdoor movie . . . or have your own outdoor barbecue . . . or eat at a drive-in restaurant.

Interestingly, *all* those things developed in California. So did the new trend in homes: the rambling, ranch-house style, with the accent on outdoor living. And the happy trends toward simple, easy to fix food and more informal entertaining.

There's another trend that's grown right along with this easygoing California style of living. The trend to *wine*.

Serving wine — an easy, pleasant, hospitable thing to do — has been part of California life since the days of the Dons. And as the trend to California living spreads, wine just naturally goes with it.

## No Special "Class" of Wine Users

Just how popular is wine today? What kind of people serve it? What kinds of wine do they favor? A recent 82-city survey answers those questions. Almost half the families in the nation, or slightly over 21 million families, now serve wine regularly. With that many people

serving wine, it naturally isn't limited to any one "class." You'll find wine in Park Avenue apartments, in Down East parlors, on sunny patios in the Southwest, in homes of all types and prices.

Sweet dessert wines are the most popular, with Port the favorite. Sherry, fast becoming one of America's favorites at the cocktail hour, is not far behind. Table wines preferred are Burgundy and Sauterne. And, though wines are grown in many parts of the world, the wines of California are preferred in this country by a margin of more than *six to one!*

## Wine Gets Its Own Spring "Show"

Wine has become so popular now that stores throughout the country are giving it special recognition. This month, for example, a gay "Spring California Wine Show" will be featured in thousands of stores — with colorful displays and helpful information on wines and wine serving. Visit *your* dealer's show and you will be well-rewarded.

## Easier To Select Wine Today

A small, unpretentious leaflet called the "Wine Selector" has been published by the winegrowers of California, who produce most of the nation's wine. The Selector tells how the different wines taste, how to serve wine, how to cook with wine.

Dealers say the very simplicity of the "Wine Selector" is another reason for wine's new popularity; that people have been waiting for someone to bring wine down to earth and make it easy to select.

The "Wine Selector" may be obtained free at your neighborhood dealer's "Spring Wine Show." Or by writing the **Wine Advisory Board, 717 Market Street, San Francisco 3, Calif.**



CINCINNATI, OHIO, Mrs. Sargent J. Marsh, 3114 Riddle View, shows her neighbor some of the delicious, tested recipes that are contained in the new, free "Wine Selector."

These Are The Wines Americans Like Best

SHERRY is the most popular appetizer wine. Burgundy, usually served with red meats, and Sauterne, preferred with chicken, lamb and fish, are the favorite dry table wines. Port, sweet and rich, is best liked of all dessert wines.

**visit his SPRING WINE SHOW** —and select your favorite California wines







ELEGANCE for the afternoon is achieved in a heavy lace coat worn over a satin dress designed by Cavanagh. Car is a British Rolls Royce.



# Britain Dresses Up for the Queen

CLOTHES FOR THE CORONATION YEAR ARE RICH, REGAL AND RESERVED

PHOTOGRAPHED FOR LIFE BY MILTON GREENE

With a happy and glorious disregard of the cost, British ladies are refurbishing their wardrobes to celebrate the official crowning of Elizabeth II, even though some have had to sell a family portrait to do it. This has meant a booming season for the 10 men and one woman (below) who make up the Incorporated Society of London Fashion Designers, the leaders of British

high fashion, who are most at home in the conservative elegance a coronation calls for.

For formal day wear, they make ensembles far dressier than anything seen in the U.S. in the afternoon. For balls, banquets and receptions they make grand ball gowns instead of the short evening dresses popular here. Many of these are made of brocade, a winter fabric in

America but used in England for summer in the traditional design on the cover and the untraditional sheath at left. The society's members, who have shown proper British reticence about exploiting the coronation theme, will have the peculiarly British advantage of seeing their designs worn by some of the world's most regal beauties in some of history's richest settings.



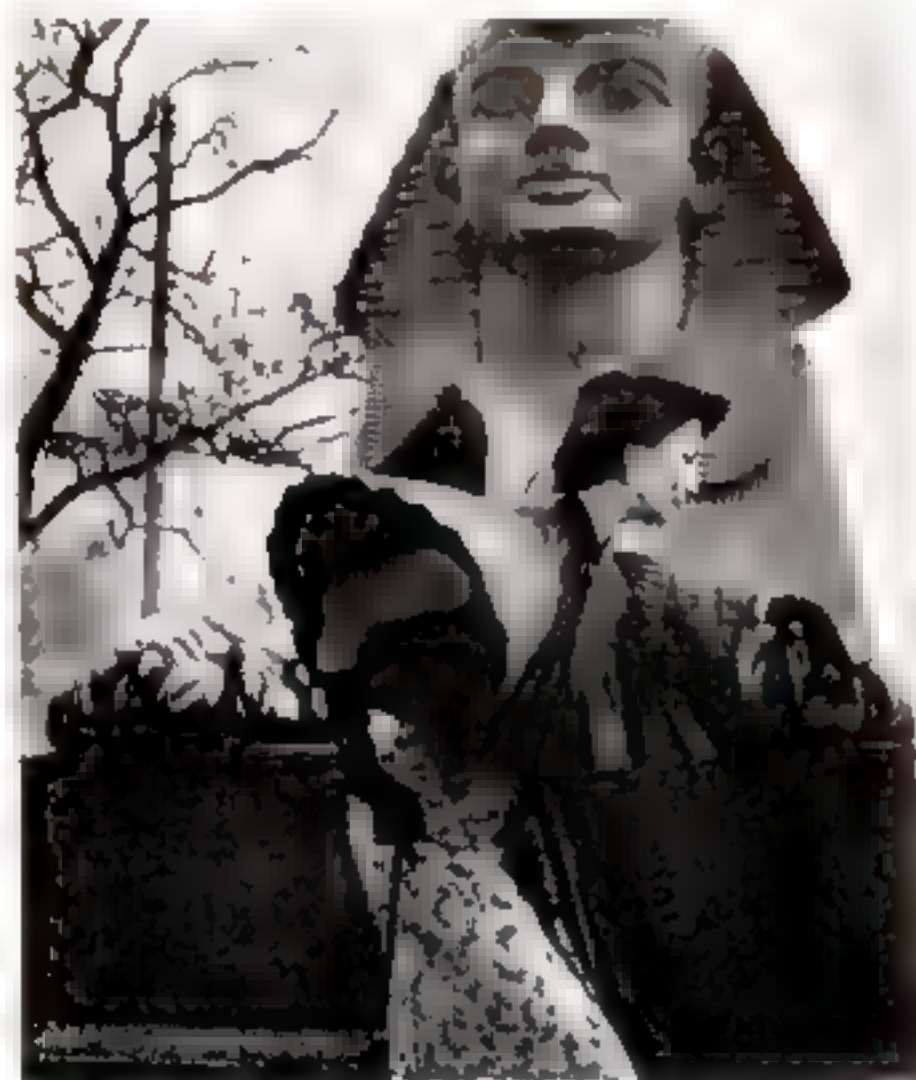
LONDON'S TOP DESIGNERS, the 11 members of the Society of London Fashion Designers, are (standing from left) John Cavanagh; Michael of Lachasse; Mattli; Hardy Amies; Lady Clark, society's honorary president; Norman Hartnell; Peter Russell and Digby Morton. Seated are Michael Sherrard, Madame Elspeth

Champernowne of Worth, Charles Creed, Victor Stiebel. New members may be elected by this group and seven representatives of British textile industry. Chairman is Hartnell, who designed queen's coronation gown. Picture was taken in the drawing room of Lady Clark, wife of former director of the National Gallery.





**LIGHTWEIGHT TWEED** from Donegal is used for suit by Designer Hardy Amies with classic lines and a short topcoat in box style. Talking with model on the Thames embankment is Actor Ian Hunter.



**PLEATS AND PRINT** are combined in a Cavanagh design with fluted hat to match jacket. Designers did not show many prints. Sphinx is one of two alongside Cleopatra's Needle on the Thames.



**TROPICAL WORSTED** is used for big coat by Digby Morton, shown at Walter Barnard, London hatter. Though U.S. men have taken up homburgs, bowlers are still most popular British daytime hat.



**ASCOT COAT** buttons diagonally to hem, may also be worn as a dress. It is beige grosgrain, was designed

with its elaborate hat by Lachasse, and is example of the customary attire for races and garden parties.

## Tweeds, silks and pale plumage



**ASCOT SUIT** is a controversial item, denounced by some designers who insist that dresses, not suits, are proper for Ascot race meeting. This is white wool by Cavanagh, but most Ascot suits are silk.

A well-off British lady usually has only one suit, one afternoon dress and one evening dress made for her a year—and she wants no nonsense about them. Styles avoid extremes since, unlike designers in Paris and Rome, those in England exist primarily on sales to private customers instead of to manufacturers who tone down striking but hard-to-wear ideas.

Aside from a conservative clientele, London designers cope with a chancy climate calling for silk one day, tweed the next and an umbrella at the ready. Dresses for the Ascot races usually come with coats, and tweeds for the country are being woven in lighter weights.

The evening presents still another problem. Since ladies compete with male ceremonial plumage which, at a court function—with uniforms and full decorations—is gorgeous indeed, they prefer pale colors. Straining his ingenuity, Hartnell made 25 gowns in white and gold (four of which are shown on *opposite page*). These are the colors required for court gowns worn under their robes by peeresses at the coronation. Many peeresses, however, plan to beat the heat in Westminster Abbey by using only a front panel instead of a gown.



**DEERSTALKER HAT** for driving is by Hilhouse, a Bond Street sporting hat shop founded in 1799.





**WHITE AND GOLD GOWNS** by Hartnell are, from left, white organza with gold print, white tulle with lace, white crepe with sequins—*the style worn at the actual coronation*—and satin with sequins. Picture was taken by Photographer John French on a ship on the Thames, where river parties are being revived.





MARGARET, DUCHESS OF ARGYLL, wears Matelli gown in parchment satin embroidered in gold, topaz and crystal with diamond tiara, necklace and earrings. Duchess is Scottish by birth but brought up in the U.S. Her husband is head of Clan Campbell.



LADY ELIZABETH CLYDE, daughter of 10th Duke of Wellington, wears brocade Strehel gown with emerald and diamond necklace. With son Jera-

## Beauties, ball gowns

Shown here in full evening panoply are some of London's leading beauties. While a French or Italian aristocrat can achieve a studied and sophisticated magnificence, nobody looks as born to a ball gown as does the British lady, with her assured carriage and family jewels. Since her dress is regarded primarily as a background for jewels, not many gowns are needed for even a crowded calendar. As one lady explained, a basic ball gown can be varied one night with diamonds, a second with rubies and a third with emeralds. A newly popular fashion for the coming season is





than she stands in Wellington's Apsley House before elana brought to England from Continent by first Duke of Wellington after he defeated Napoleon.

## and heirloom jewels

colored gloves to match stones. Even with all the glitter coming out for the season, there is no chance of anyone outshining her majesty, whose family owns the world's largest collection of historic jewels.

Tiaras may be worn to any function the queen attends if the invitation calls for white ties for men; if it specifies black tie, the tiara is left home since the queen may come bareheaded. At the coronation a peeress (anyone with the rank of baroness or above) should wear a coronet, whose design is prescribed by court etiquette. Ordinary ladies may wear a tiara.



**MRS. GERALD LEGGE**, wife of heir to title of Earl of Dartmouth, wears white silk organdy with coral cascades on the skirt by Cavanagh. She is adorned by an heirloom diamond tiara, 18th Century French necklace, 18th Century English clip at her waist.





IN ENGLAND'S STATELIEST HOME, Blenheim Palace, the Duchess of Marlborough wears full court dress. Here in brocade by Annas. Her tiara was a gift from her American motorist, now Countess Vanderbilt Balsan. The Duchess, whose daughter, Lady Rosemary Spencer-Churchill, will be a maid of honor to the queen at the coronation, will give a huge garden party on June 7 at Blenheim.



# READ...REST...RELAX



This man is relaxing in a Model 270-S, HB Barcalounger, finished in handsome long wearing light green plastic. It also comes in an exciting variety of soft modern decorator fabrics and in rich top grain leathers.

## ...you can do all three in the genuine Barcalounger!

Some people like a Barcalounger for sneaking in a catnap during a harrowing day. Others dive into their Barcaloungers to calm jittery nerves before supper. One man we know always takes a nap in his Barcalounger before he goes to bed!

### A great invention

But all 100,000 Barcalounger owners...there are that many now, and more...agree on one thing: a Barcalounger gives you the nearest thing to complete relaxation of anything money can buy!

### Exclusive with Barcalo of Buffalo

The secret is Barcalo's "Floating Comfort". The principle was discovered by Professor Anton Lorenz years ago from laboratory



studies of people floating in salt water, one of the most relaxed positions known to science. Now it's even better! This new, improved "Floating Comfort", exclusively in the new Barcaloungers, cradles your body in any position from sitting to full reclining. Back-rest, seat and leg-rest are scientifically coordinated to give you *automatically balanced* support.

### All this and a fine chair too!

The Barcalounger is distinctly not a "gadget." It's a fine piece of furniture, built to exacting standards that are rare in the industry today. Yet because we sell so many, it costs you *less* than many an ordinary well-built chair. You'll be proud to have the new Barcaloungers in your living room, your

"den", and your bedroom. See them...sit in them...and discover "Floating Comfort" for yourself...at your favorite department or furniture store now!

### What size chair do you wear?

The Barcalounger is built for tall, mediums, shorts. Be sure you get a correct fit! Look for the name "Barcalounger" under the footrest.



THE ONE AND ONLY

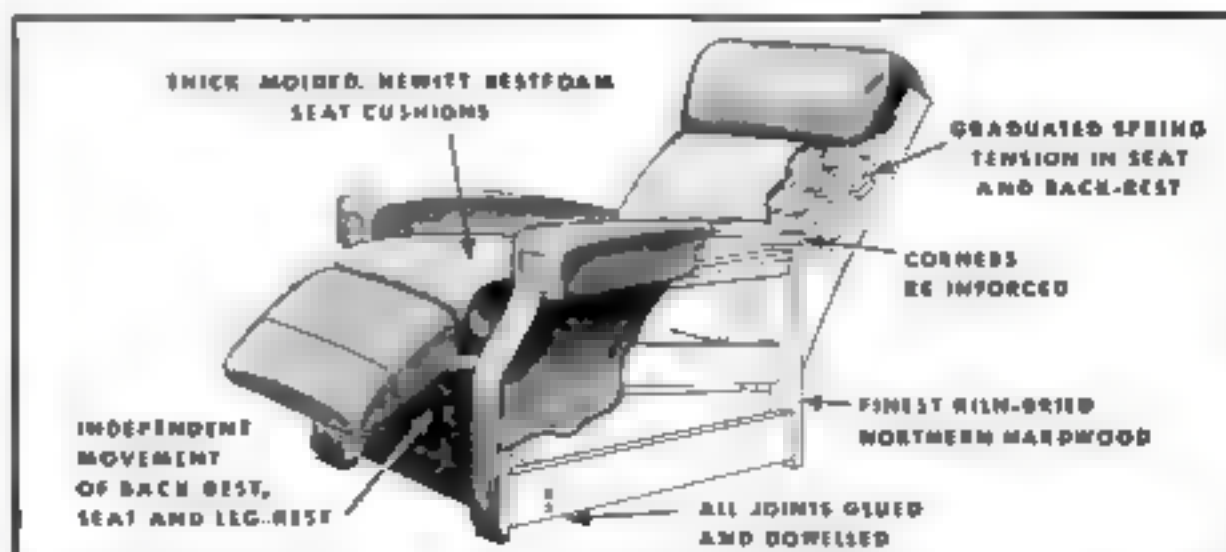
# Barcalounger



**Model 505 Decorator Series Barcalounger.** Modern, graceful styling. Your choice of smart, new decorator fabrics in many patterns and colors.



**Model 515 Decorator Series** in the provincial mood. Adjustable head-roll for added comfort, flips back out of sight when not in use.



Write for free illustrated booklets and name of nearest Barcalounger dealer. See the new Barcaloungers in plastic, leather and decorator fabrics at your favorite store now. Barcalo Manufacturing Co., Dept. L3, Buffalo 4, N. Y. Copy. 1953, Barcalo Mfg. Co. **BARCALO OF BUFFALO** In Canada - V. EATON & Co.

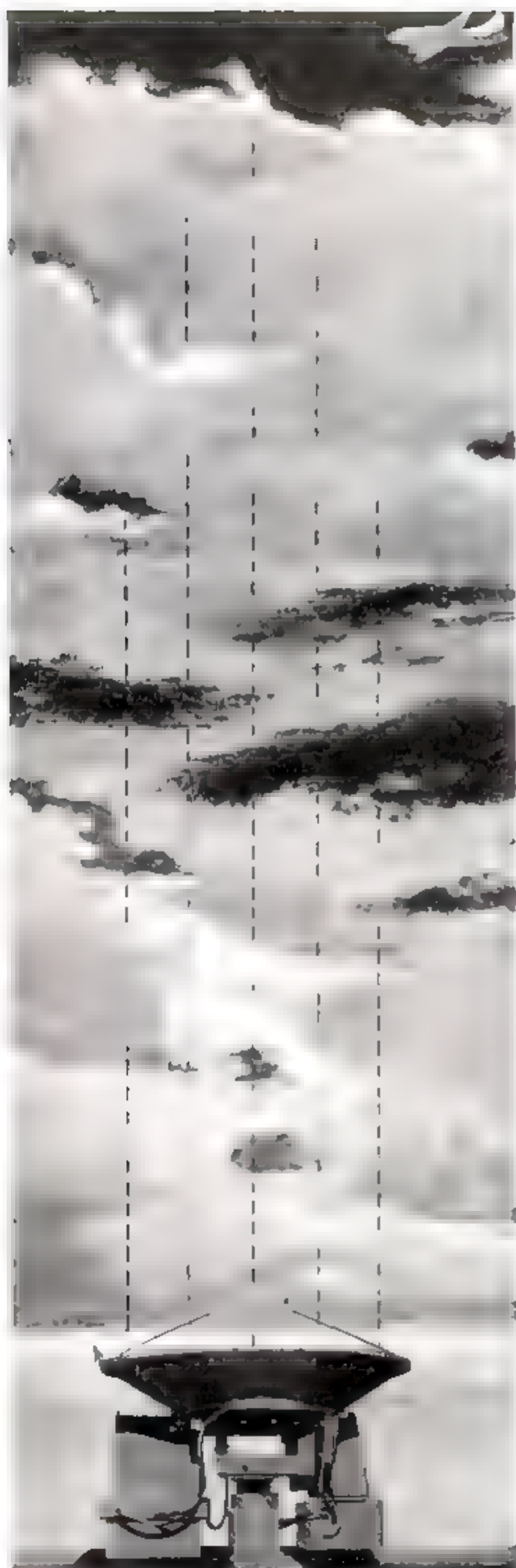


**The indoor-outdoor Barcalounger** gives you the same "read-rest-relax" feeling as the Barcalounger. Aluminum or baked enamel steel frames.



# NEWS

from the Elect



**The Cloud Detector**—built for Signal Corps Engineering Laboratories by Bendix Radio Division, Bendix Aviation Corporation, Baltimore, Maryland—sends radar beams skyward and catches them on the rebound. The time of the beams' return, revealing the distance and depth of clouds, is registered on a moving strip of paper. In the actual record at the right, the bottom line is the earth... each line represents 5000 feet... and dark masses are clouds. One benefit is to aviation, for pilots in flight can be advised of the height of the overcast above airports well in advance of arrival.



**"Radiosonde" balloons** soaring to 100,000 feet and **rockets** rising miles higher carry sensitive electronic devices which transmit by radio, from the upper air where weather breeds, continuous information about windspeed and direction, temperature, pressure and humidity. From these facts plus data from weather bureau recording instruments come long-range and daily forecasts governing your profit and pleasure. "Radiosonde" and weather instruments are produced by **Friez Instrument Division, Bendix Aviation Corporation, Baltimore 3, Md.**

## Toward Pinpoint Weather Forecasting

Even man's oldest foe, the weather, yields to electronics. Although this versatile science cannot prevent rain, wind, snow and droughts, it can do much—as demonstrated here—to ease their ravages by assuring more accurate forecasts. Yet this is only a beginning. Bendix Aviation Corporation engineers state that with available electronic equipment—such as radar, television, "Radiosonde" balloons and computers—a nation-wide weather warning system can now be built which can predict, within a small area, *to the minute* and many hours ahead, exactly what the weather will be, thereby saving more billions of dollars and thousands of lives yearly.

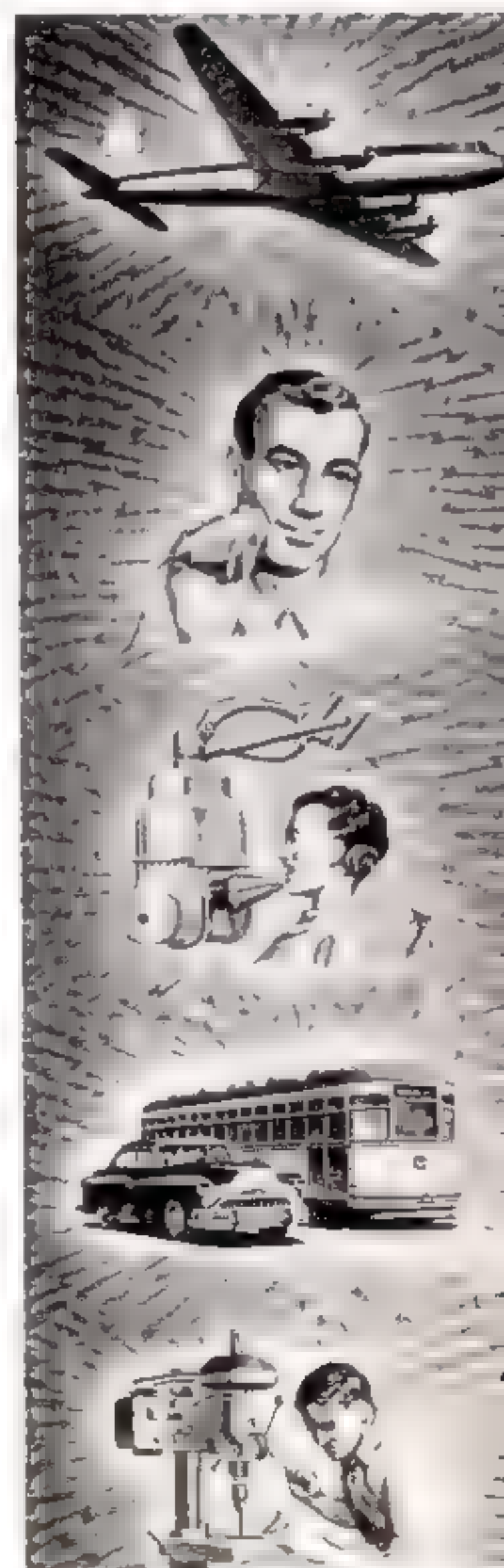


**Ask any weatherman** why you can be sure that Bendix Television brings you everything that is new and best. He has learned from practical experience that Bendix electronic devices represent the most advanced thinking. He will verify that the name "Bendix Aviation Corporation" on any electronic product is solid assurance of quality.

## EXCLUSIV



The Martinique — This 21" hand-rubbed mahogany console in the Chippendale manner (shown open below), features book-matched crotch door panels with striped mahogany crossbanding inlay and brass pulls. Many other models, from \$199.95 to \$750.00.





*ronic Wonderland of*

# E BENDIX TV CIRCUITS CUT INTERFERENCE!



Does your television picture jump and jitter when household appliances go on? Are you annoyed with flutter, flop, or "snow" from planes, traffic, and your neighbor's home workshop? Then here is welcome news. The organization which has forwarded electronic science so far in so many fields—Bendix Aviation Corporation—has done the

same for television. In addition to special devices assuring greater picture depth and clarity, Bendix\* TV provides exclusive Clar-o-matic Circuits which make electrical interference destroy itself! Thus, wherever you live—in a crowded city or on the edge of a broadcasting area—Bendix engineering assures the truest pic-

ture in television. Styling is in key. Bendix artisans have matched the Power-Master chassis and optically-engineered 17", 21" and 27" pictures with cabinets beautiful as museum pieces. Your model choice is wide—all with provisions for UHF or with UHF built in. This time, get Bendix Television. You'll miss so much unless you do.

\*REG. U. S. PAT. OFF.

**Bendix Radio Television and Broadcast Receiver Division, Baltimore 4, Maryland**







MARIE AND THERESA MALLEN OF PHILADELPHIA BLOOM LIKE SPRING FLOWERS IN THEIR RINSO-WHITE CARRIAGE COVER.

## WHEN IT'S GOT TO BE REALLY WHITE—USE RINSO WITH SOLIUM

Rinso gets out more dirt than detergents and you usually pay about 20% less.

When the Misses Mallen, aged 10 months, parade on Philadelphia's Rittenhouse Square, they take a certain lady-like pride in their appearance. Their mother caters to this pride by washing their carriage cover dazzling white in good Rinso soap.

To make your sheets and all your wash shine like the driven snow, you just can't beat Rinso soap. Why Rinso? Why not one of those new detergents? Well, you know as well as we do that detergents are very fine for certain jobs.

But our laboratories have found that Rinso soap

will do a better job on grime and dirt every time.

Specifically, the famous Lever laboratories have tested each new detergent as it came on the market. The results have been interesting indeed. Rinso gets out more dirt than any of these famous detergents. Think of this next time Johnny comes in grimy after sliding into third!

Housewives who use Rinso find it hard to believe what their own eyes tell them. Their sheets and pillowcases are whiter after being washed in Rinso—whiter even while still soaking wet—than when they were brand new. Do you know what's behind this remarkable fact? It's the SOLIUM in Rinso!

The miracle fabrics such as nylon, orlon and dacron have now joined the old stand-bys—cotton, wool,

linen and silk—that can be safely washed in Rinso soap. Your hands are safe in Rinso, too. It's a shame how hard some of the detergents can be on a sensitive skin.

You usually pay about 20% less for Rinso than for most detergents. This is no small matter to housewives who operate on a budget, as most of us do. Lever Brothers stands behind Rinso with its unconditional guarantee. Either Rinso does a better job for you—or you get your money back plus postage. Lever Brothers Company, 390 Park Ave., New York 22, N. Y.





# A KILLER FACES HUMAN JUSTICE



THE TORMENTED FACE OF THE ACCUSED (CLAUDE NOLLIER) REPRESENTS TO SOME OF THE JURORS TRUE GRIEF AND LOVE, TO OTHERS A CALCULATED FRAUD

## FRENCH FILM PROBES MEMBERS OF THE JURY AS THEY PROBE A MERCY KILLING

The prisoner at the bar is a woman who gave her lover an overdose of morphine when the sufferings caused by his incurable cancer became intolerable. Did she kill him out of misguided love and loyalty, or was it a deliberate murder because she was heir to his fortune and had acquired another lover? A distinguished and exciting French movie, *Justice Is Done*, shows such a question being presented to a jury. Brilliantly interplaying the drama of the courtroom with the drama of the

jurors' lives, the film shows how the question is answered by human justice. All the seven (there are only seven persons in a French jury and a majority vote decides) see exactly the same evidence and are supposed to base their decision solely on it. Yet they are swayed by their prejudices, loyalties and the pattern of their experience. Below are the members of the movie's jury, each one numbered as key to their individual stories which are told on pages 130 and 133 and explain why they voted as they did.

### HOW THE JURY VOTED



1 NOT GUILTY



2 NOT GUILTY



3 NOT GUILTY



4 GUILTY



5 GUILTY



6 GUILTY



7 GUILTY



# SECRET OF THE New "Outer-Look"... the New FORMFIT "Under-Look"

The story of the new "Outer-Look" begins with the bustline... it is high, naturally rounded—frankly feminine. Sheer heaven, how Formfit's Life Bras mold your curves into line... give you the most flattering "Under Look"... yet never limit your freedom or comfort! Reason? Life Bras fit you not only for bust size and cup size, but also for degree of separation—to *elevate, separate, rejuvenate* perfectly. So many lovely styles... in quick-drying nylon, cool cotton, gleaming satin. At your favorite store!

Life Bras from \$1.25  
THE FORMFIT COMPANY NEW YORK



*For a Sweetheart of a Figure*

MORE WOMEN WEAR FORMFIT THAN ANY OTHER MAKE

## 'Justice Is Done' CONTINUED



### 1 THE WAITER

Happy-go-lucky and sentimental, in the flush of young love, this juror is chiefly concerned with his forthcoming marriage, when he will no longer have to steal clandestine kisses downstairs in the wine cellar (left). He casts his vote for the defendant because he believes it at she acted out of true love and that true love can do no wrong.

### 2 THE RICH WOMAN

Chic, middle-aged and rather bored, she tries herself flirting with a young man. The course of the trial forces her to admit to her that he is the new lover of the accused and was caught to sway the jury woman's vote. Proudly hurt by the deception, she votes for a guilty because she believes the crime was committed for love's sake.



### 3 THE PLUMBER

A conventional married man who sees a chance to take a last fling and revive the romantic feelings of his youth, he is quick to pay court to the rich woman. He is bitter when he sees that she is attracted to the younger man. But he gallantly follows her when the time for decision comes and votes for acquitting the accused mercy killer.

### 4 THE OLD SOLDIER

A retired officer of French army with the most rigid military conception of duty, he is awakened at 2:30 a.m. to be told that his youngest daughter is still out with a man whom he despises. He regards the defendant, like his daughter's suitor, as a symbol of contemporary decay in moral fiber. So he votes preemptorily to condemn the woman.



CONTINUED ON PAGE 133



# The "Sign" of a Good Whiskey

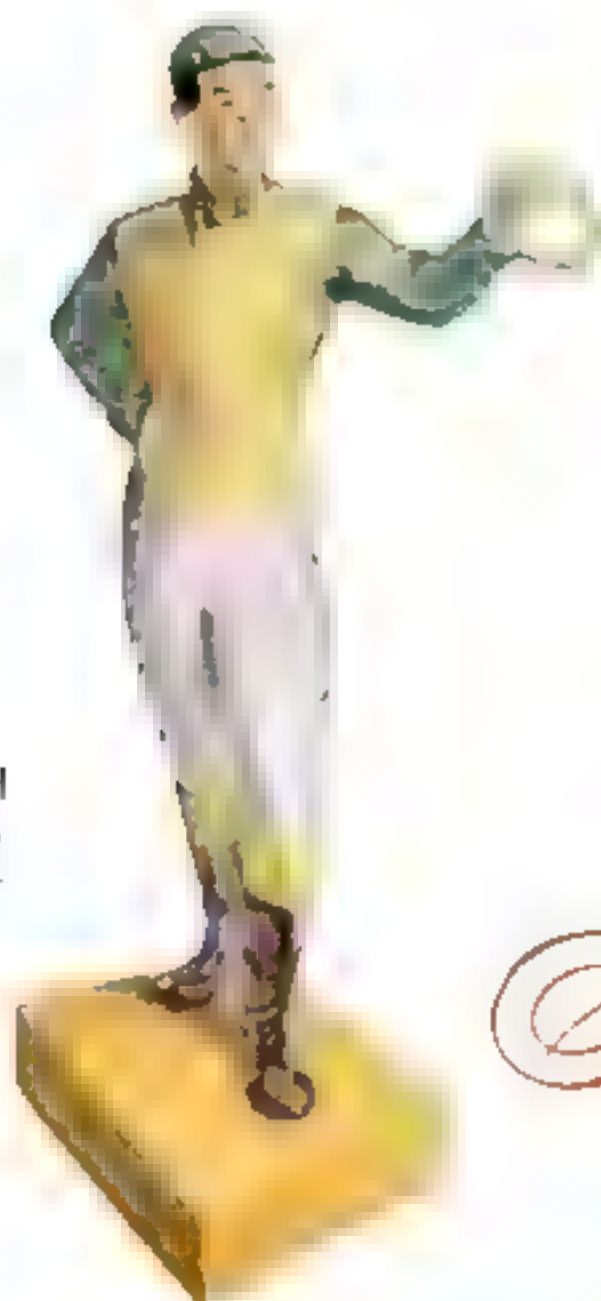
ESTABLISHED BY

*E. H. Taylor & Son's*

The signature you see on the OLD TAYLOR label is that of Colonel E. H. Taylor, Jr., one of the most distinguished distillers of all time. Although his great genius created many fine Kentucky whiskeys—he considered OLD TAYLOR to be his finest—and to it he proudly signed his name!

*The Old Taylor Distillery Company, Frankfort, Kentucky*

## "Sign of a Good Host"



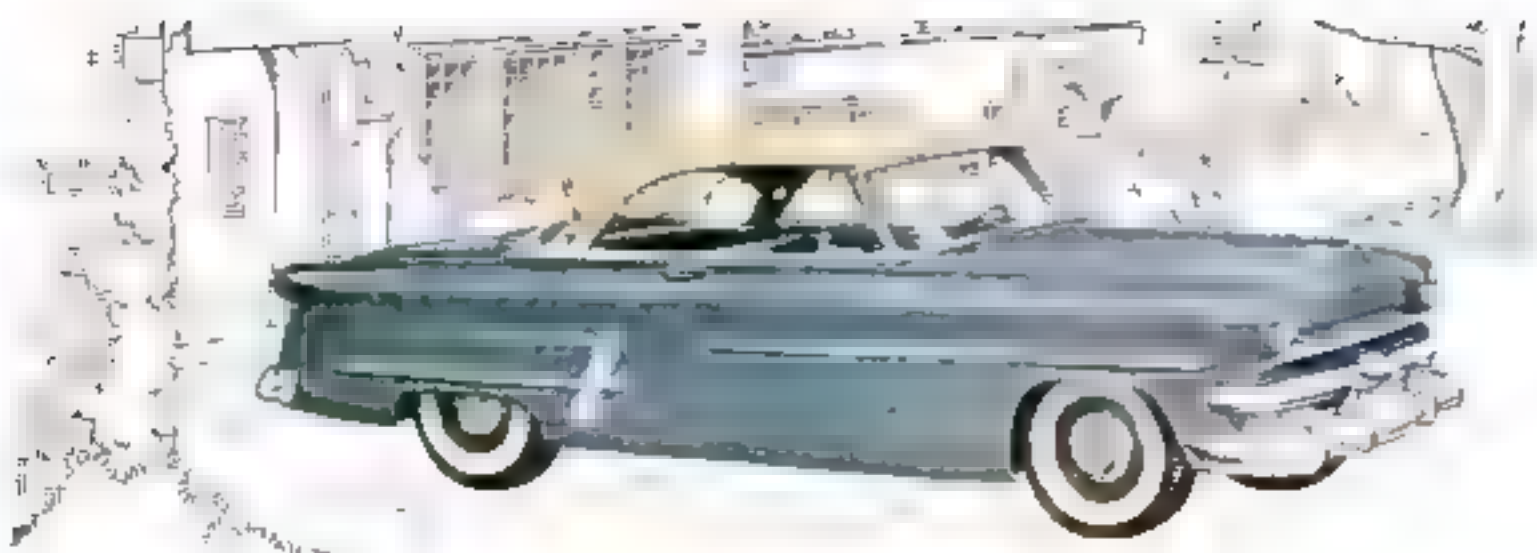
Jockey hitching posts that invited guests to tarry are an old Kentucky tradition. Like OLD TAYLOR - another sign of a good host.



*Signed, Sealed and Delicious*







Sedan snug... convertible smart is the new 1953 Ford V-8 Crestline Victoria. Note the huge, curved, one-piece windshield... the rear quarter windows that roll out of sight leaving no center posts.



Here's a four-door favorite... the new '53 Ford Mainline Fordor Sedan. As in all the Ford Mainline Models, you choose from V-8 or Six... Fordomatic, Overdrive, or Conventional drive.



At home in finest company... yet amazingly low in price is this new 1953 Ford Mainline Tudor Sedan. And like all new Fords, it brings you the velvet-smooth magic of Ford's new Wonder Ride... no roll, no pitch, no sway.



By merely lifting out the rear seat and folding the Stow-away center seat into the floor you change this new all-steel 1953 Ford V-8 Customline Country Sedan from a 4-door, 8-passenger car to a carrier of bulky loads.



Here's a personal car with a special air of smartness... the 1953 Ford Customline Club Coupe. For easier operation brake and clutch pedals are suspended from above. Center-Fill fueling makes filling up easier from either side.

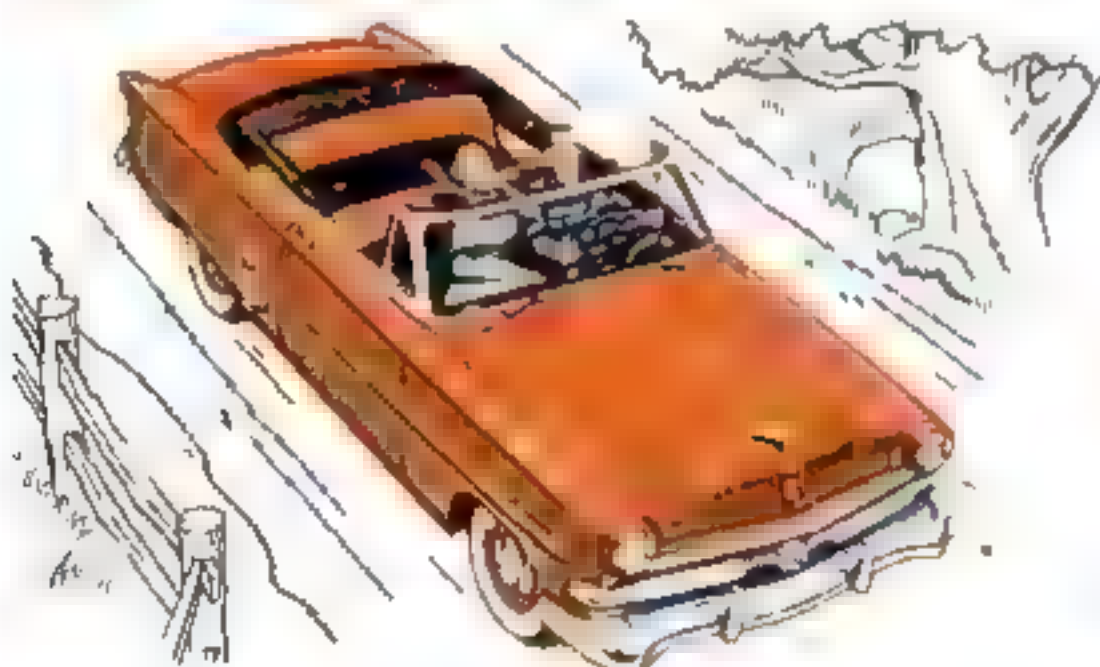
## 11 reasons why **FORD's** out Front for '53

Yes, again for '53, Ford's first in choice! And, with 41 "Worth More" features Ford gives you more of the things you *want* and *need* than ever before in car history. That's why it's recognized as the new Standard of the American Road! It's no wonder Ford's worth more when you buy it, worth more when you sell it!

Fordomatic Drive, Overdrive, white sidewall tires optional at extra cost. Equipment, accessories and trim subject to change without notice.



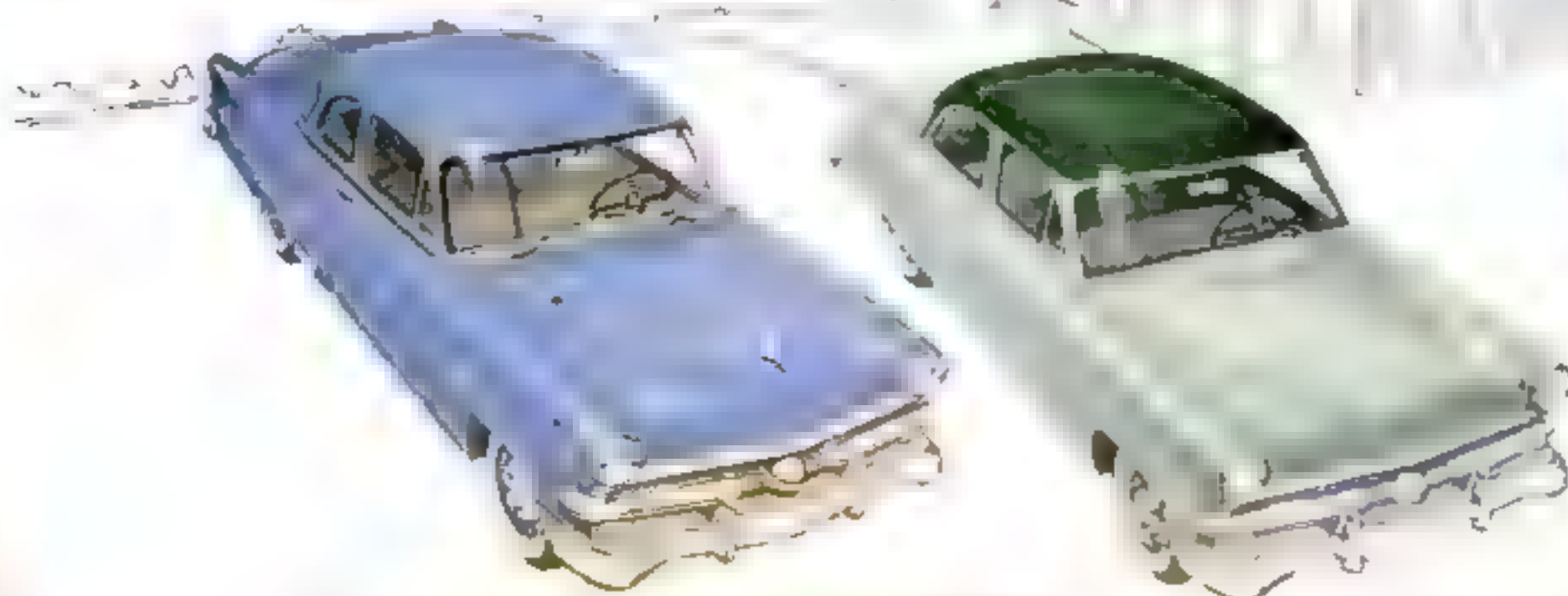
The new 1953 Ford Mainline Ranch Wagon is the low-priced, full-sized, all-steel station wagon that's proving America's favorite. Its two doors are wide and convenient. Its rear seat "stows away" to provide cargo space galore.



You're looking at a big reason why Ford has sold more convertibles than any other maker! It's the 1953 Ford V-8 Crestline Sunliner. A button's touch and the electric driven, weather-tight top goes up quick as a wink.



Here's the new Ford V-8 Crestline Country Squire. This 4-door, 8-passenger, wood-trimmed beauty is V-8 powered and it offers you 8½ feet of load space, with the rear seat out, tail gate down and center seat folded into the floor.



Trips are treats in the 1953 Ford Mainline Business Coupe. You ride on foam rubber over non-sag springs, and there's lots of carrying space behind the front seat—in addition to that huge Ford luggage locker.



The big family favorite, is the handsome 1953 Ford Customline Fordor Sedan. As in all the '53 Fords, beautiful interior color schemes harmonize with long-lasting, baked enamel outside colors.

Meet the new 1953 Ford Customline Tudor Sedan... a style-leading beauty that, like all the Ford models, gives you the room... the visibility... the easy handling, parking and braking... you *want* and *need*.





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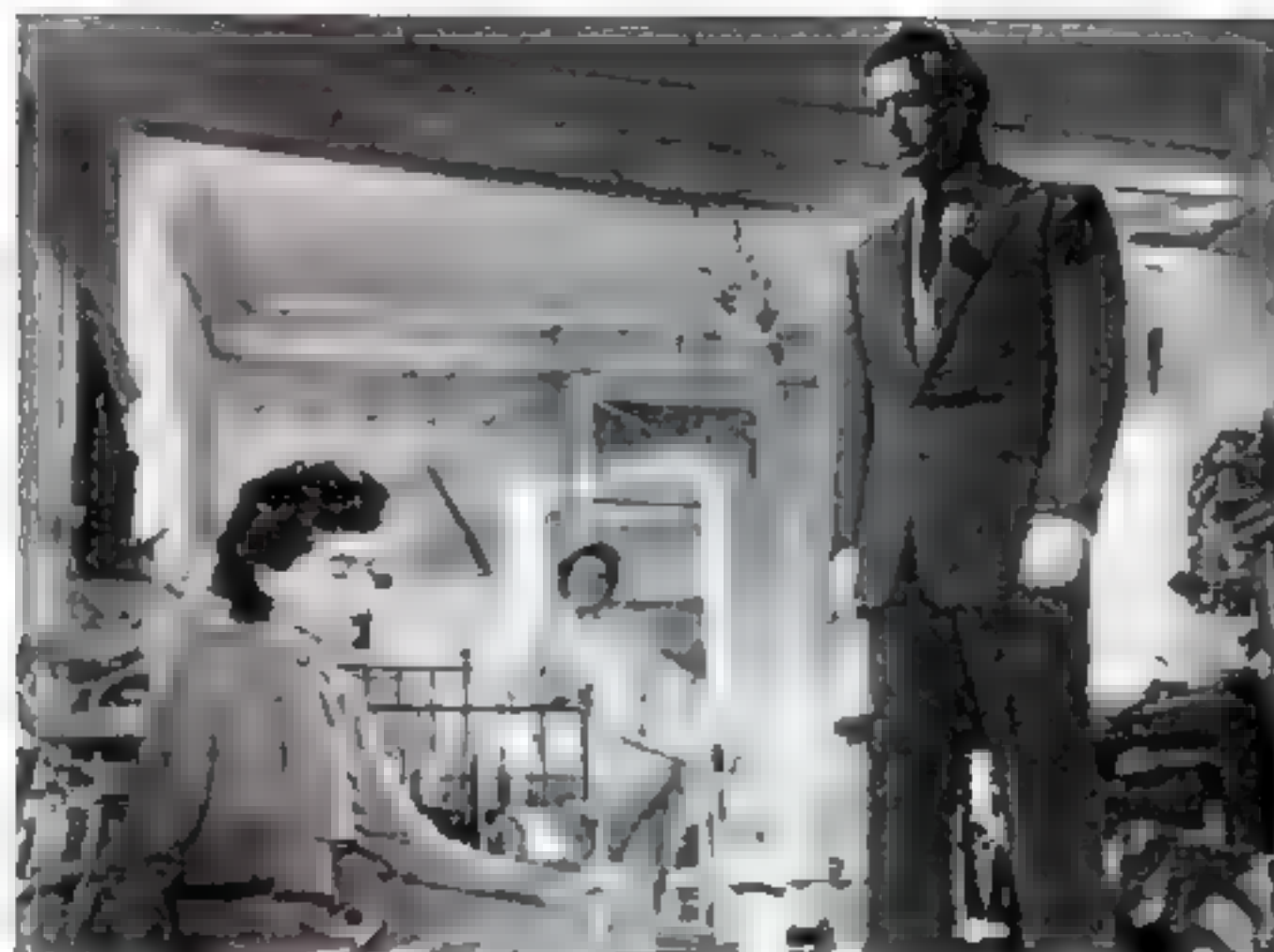
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Ask Your Grocer For The SUN-MAID THRIFT-I-PAK—Six Handy Pocket Packs At Today's New Low Price!

## 'Justice Is Done' CONTINUED



### 5 THE PRINTER

This juror is the one most closely involved with the moral issues of the trial because he is under constant temptation to commit a mercy killing himself. Both he and his wife are tormented by the knowledge that their only son is hopelessly insane. But as a good Catholic he cannot permit himself to condone taking another's life under any circumstances and he votes guilty.



### 6 THE FARMER

A hard-working, suspicious, uncommunicative man, he has reason of his own for being opposed to extramarital relationships, especially with foreigners. He comes back home one evening from his jury duty, expecting to find his potatoes all planted. Instead he finds proof that his shiftless harmonica-playing Italian laborer has been making love to his wife. He votes guilty.



### 7 THE FORTUNE HUNTER

The decisive vote is cast by this elegant and self-satisfied man of the world who is on the point of making a match with a rich and pretty young lady (left). Simultaneously he is getting threatening messages from his former mistress, and his intense annoyance with the idea that she might create a public scandal spills over on the defendant. He too votes to find her guilty.

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wipes off fast, easy  
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Almost instantly TUMS neu-  
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Then you'll sleep the sound,  
natural, restful sleep that  
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awaken you later.

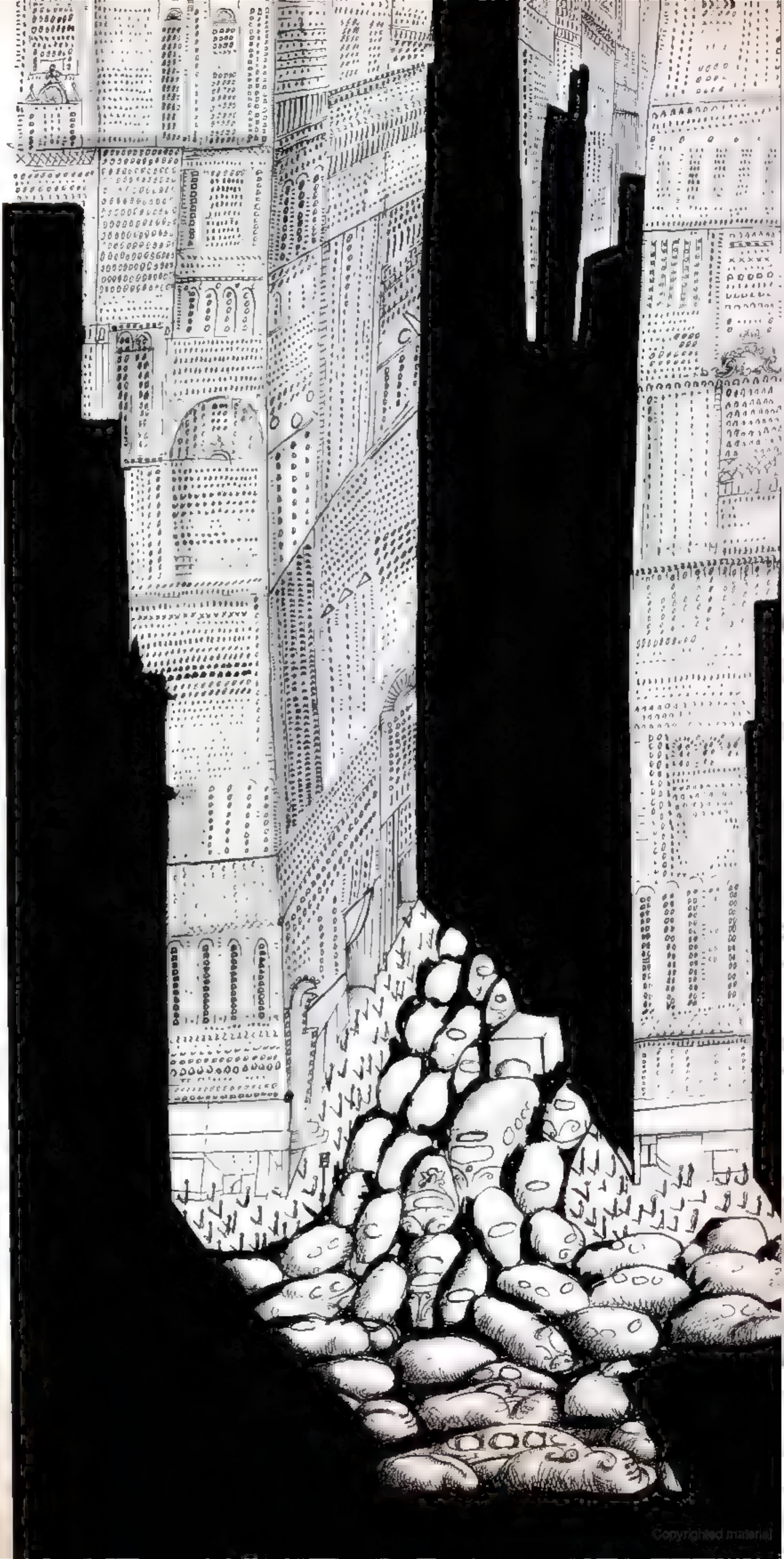
• still only 10¢ a roll



## FOR THE TUMMY

GUARANTEED TO CONTAIN NO SODA

# TUMS







# THE BATTLE OF THE CITY STREETS

Traffic engineers relentlessly apply a new science taught with toy cars to ease vehicular strangulation. Sometimes they even succeed—a little

by JOHN STANTON

ILLUSTRATIONS FOR LIFE BY SAUL STEINBERG

**A** NEW breed of civic scientist is now crowding the weatherman as the most likely to be maligned in the pursuit of his profession. He is the city traffic engineer. The flow chart is his barometer and traffic jams are his storms. The weatherman, in all probability, has it better than the traffic man: no citizen calls on the forecaster to do anything about the weather, whose changeability guarantees him his job. But everybody looks to the engineer to eliminate the unpleasantness that created the need for his employment in the first place.

The average traffic engineer is at least outwardly brimful of faith in his good works—no left turns, one-way streets, lane divisions and the rest—and now and then he manages to alleviate the symptoms of persistent strangulation most American cities complain of. Take the case of Dwight T. Myers as an example. This tall, easy-going product of Yale's graduate school of traffic study was hired by the city of Providence, R.I. in 1949 to wrestle with the city's nightmarish traffic tangles.

For months afterward townsfolk encountered Myers ambling around Memorial and Market Squares. These two squares actually come together to form one large square, through which run the main routes from downtown Providence to the bedroom suburbs north and east of the city and on to Boston and Cape Cod. As Myers looked, he saw the worst bottleneck and foul-up in the city.

He stared at the curbstones, got up early on snowy mornings to brood over the tracks left by cars whose drivers habitually wore aggrieved or snarling expressions, even got himself taken up in airplanes so he could peer down at the mess below. He had city employees spend their days on street corners counting the creeping cars, their evenings tramping from house to house asking people where they had driven their cars that day and why. Then he acted.

## Tasteful little islands

**O**RDERING a number of iron posts set in pails of concrete, Myers tastefully arranged them here and there about the squares to create more than 30 little islands around which, he hoped, the traffic would flow smoothly. To see the birth of his project he stationed himself at an observation post on the roof of a building on the square. He

was there watching at 8 in the morning, and everything was going nicely.

By five minutes after 8, slight delays set in along the eastern edges and the first angry beeps were heard from the automobile horns. By 10 minutes after 8 a thousand horns were baying their woe and a jam had started that was to last through noon-time. It was the worst Providence had ever known.

From his roof Traffic Engineer Myers looked down pensively on what he had wrought. Suddenly he realized what he had done wrong and gave some orders to his assistants. They hustled down to the street, changed the shape of some of the islands and opened up a new passage. The jam began to ease and clear out. That night the homegoing traffic swept through the squares without a hitch.

## Roller coaster traffic

**N**OW on a rough day, when the telephones keep bellowing at him, Myers likes to stroll out of his office, climb into his car and go for a spin through Myers' Mystic Maze. Looking around as his car zooms and banks through the squares, he happily agrees with himself that it is a dilly. The forests of iron posts have long since gone and in their places are 34 neat, permanent little cement islands around which the traffic swoops, most of the time, like cars on a roller coaster.

At one point there is a three-way street: traffic leaving the square rolls up the middle while traffic entering the square comes down the two sides. From the point of view of good engineering, Myers admits, it is pretty complicated—but it works. The only other way to make it work that he has ever heard of would be to spend a few million dollars building under- or overpasses.

In Providence, Myers has learned a lot about traffic engineering that they didn't teach at Yale. A small woman charged into his office one day crying, "Hullo, Goliath, I'm David and I teach music and I'm going to kill you unless you take the heavy trucking off my street." Myers examined the situation, said no, and even today, months and months later, he is a little confused about why he eventually said yes. "I was made the target of a terrible campaign," he mutters. "Every time I picked up a newspaper there would be a letter to the editor saying I was 'a tool of the interests.' A lot of civic associations asked me around to explain

CONTINUED ON NEXT PAGE



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**CAR MANIA** of Americans, a factor beyond control of traffic engineers, leads many to lavish more money and pride on an automobile than on a home.

## TRAFFIC CONTINUED

why I had refused the reasonable request of this little woman."

There was a little man who complained that he could not get his car into his own garage because parked cars blocked the way. Myers went out to see, drove the little man's car in and out of his garage several times to show how easily it could be done. The little man went silently back into his house. Some time later he was taken into custody and charged with the murder of his mother and grandmother by strangulation.

Shaken but undeterred, Dwight Myers got on with his work. He set up unending surveys into Providence's parking, jaywalking, turning and speeding habits, began painting lane-division lines on the streets, investigated accidents, built more channeling islands, started developing a one-way street pattern.

He nagged at the Army, finally got an order restricting the movement of shipping on the Seekonk and Providence Rivers when the traffic was heaviest on the drawbridges above them. He nagged at the Brown & Sharpe Manufacturing Company, one of the biggest traffic "generators" in town, got some of the employees released from work at 4:30 instead of 5 o'clock to spread the load in the streets. Soon Providence, once one of the hardest towns on the Atlantic Seaboard to find a way through, lost its reputation as a roadblock.

## The statistics are gloomy

**EVERYWHERE** in the U.S., cities afflicted with hardening of traffic arteries have been turning to men like Dwight Myers, with the result that traffic engineering now appears firmly established as a respectable profession. The literature of this profession is full of gloomy and shocking statistics. Some examples: since the end of World War II motor-vehicle traffic in cities across the nation has been increasing at the rate of 4% per year compounded. This means that no matter how steadily a car goes around the block, the car just behind always gains on it because every section of street that held 500 cars two years ago held 520 last year, 541 this year, and will hold 563 cars next year.

The cities of Southern California, far-flung and especially designed for the automobile age, are all gummed up. Salt Lake City has traffic problems although flat space extends outward all around. In Spokane, St. Paul, Wisconsin Rapids, the city of Bristol which straddles the Virginia-Tennessee border, Norfolk, Va. and dozens of other places, city officials study maps which confirm a popular impression: as many as 50,000 cars a day are trying to use the same streets that were overloaded in 1939 when only 30,000 cars used them each day.

In the East there are fewer automobiles per head of population than in the West, but narrow, crooked streets take up the slack. Pittsburgh's Golden Triangle is bad, Trenton is dreadful and Boston hideous. One expert picks downtown Baltimore as the nation's worst traffic jam, but that is only one opinion. Another expert, H. E. Hiltz, a deputy commissioner of the Bureau of Public Roads, says it is Manhattan.

In recent years a lot has been learned about the behavior habits of all these automobiles and their drivers. They are stubborn: the latest textbooks say that it takes at least a full month of fender-crashing mangle-mangle and police-swearing, cursing and ticket-issuing before any city of 100,000 population or over will get it into its head that a street which used to be two way has now been ruled one way. They will observe only those laws that please

CONTINUED ON PAGE 139





## Why you can tell this chocolate from all others !



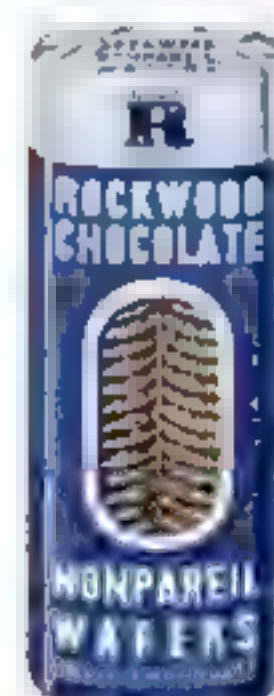
Take the world's sweetest, smoothest chocolate. Mix in a dash of *flavor*—wonderful flavor-favorites like cool *mint*, mellow *rum*, pert *orange*. What do you get?

... The most wonderfully *different*, the most delightfully *delicious* chocolate in the whole wide world—Rockwood Chocolate! It's the chocolate with *OTHER FLAVORS* blended all through the chocolate itself.

It's chocolate that's *more* than just chocolate. It's a heavenly, harmonious mingling of *mint-in-chocolate* ... *rum-in-chocolate* ... *orange-in-chocolate*.

Sound good? Just wait till you taste Rockwood Chocolate *Wafers* or the new Rockwood Chocolate *Rocklets*. In the dainty-thin *Wafers* (how they grace a bon bon dish!) your choice of Mint, Rum, Milk and Nonpareils in a full ½-pound package.

In the new, neatly foil-wrapped *Rocklets*, your choice of Orange, munchy Coconut, and also Milk Chocolate. Mighty tasty—all of them! Try a bag!



# ROCKWOOD CHOCOLATE





## Fade no more, my lady: here comes color-locked CHROMSPUN

Now you can indulge your natural love for color in clothes, and in pretty things for your home without a worry in the world. The secret is Chromspun, Eastman's answer to the problem of colors that fade, crock, streak, run before you've had your money's worth. Chromspun is the new Eastman acetate fiber

with the color locked in, for qualities of color fastness never before achieved by any other type of textile fiber, natural or man-made. Fashion fabrics made of Chromspun are fast to light\*, atmospheric fumes, perspiration, washing, dry cleaning and crocking. And because Chromspun belongs to the Eastman

acetate family, you'll enjoy these benefits too: resistance to soiling, shrinking, wrinkling; quick drying, easy cleaning; superb draping qualities and immunity to moths and mildew. Look for Chromspun, ask for Chromspun, now in all the finest stores.

TENNESSEE EASTMAN COMPANY, 260 MADISON AVENUE, N. Y.

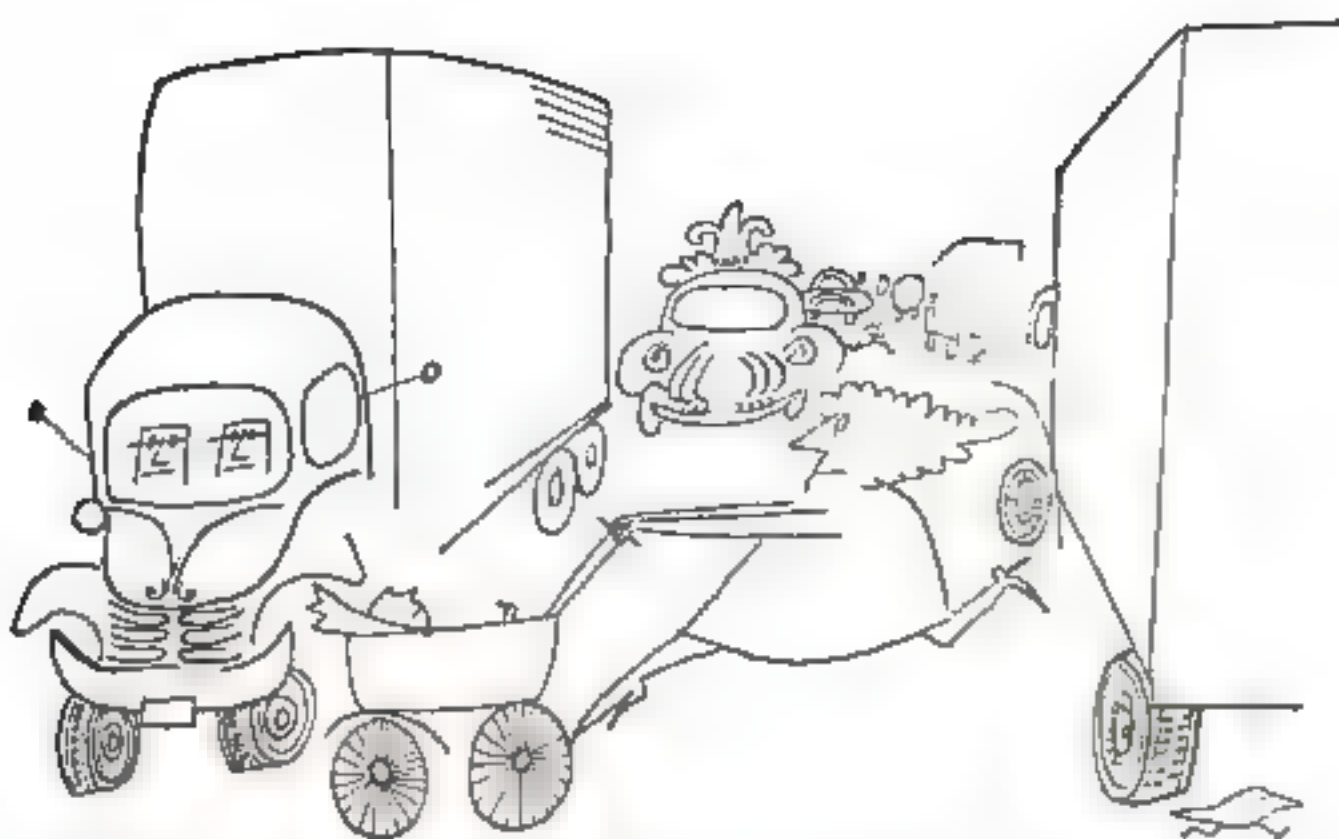
CHROMSPUN IS THE COLOR-LOCKED

**Eastman** ACETATE FIBER

\*As fast or faster to light than Class 6 ASTM test methods.

TENNESSEE EASTMAN COMPANY, division of EASTMAN KODAK COMPANY





**COMPETITION** between vehicles and pedestrians complicates engineers' problems. Traffic must roll, but walking public must get chance to move too.

# TRAFFIC CONTINUED

them. It is a rule of modern engineering that a driver will obey a no-parking sign provided he doesn't have to walk more than 700 feet from his car to his destination; if he has to walk farther, he will ignore the sign or double park.

Inhabitants of large cities earning no more than \$4,000 a year will spend \$2,000 or \$3,000 for an automobile which they will park in the streets, emerging from their houses every now and then to polish it or see if the radio still works. Once in every two or three weeks they risk the loss of their place at the curb and go for a spin through the near suburbs.

The books—there are more than 11,000 of them in the special traffic library for graduate engineers at Yale University's Strathcona Hall—offer suggestions for improvements. They point out that the volume of traffic any street will hold can be almost doubled by making it one way and forbidding all parking and that therefore a pattern of one-way no-parking streets will permit more cars to move faster. They submit that big trucks can get around curved corners easier than around squared corners and that buses must be given enough room to come flat to the curb when picking up passengers or they will leave their rear ends sticking out into the street, fouling up the traffic for blocks behind them. They hold that traffic moves in a more orderly fashion through streets that have been painted off into lanes. The books soar on into such esoteric matters as the use of the gyro compass for determining the side friction and path of vehicles, the principles of unbalanced flow as applied to three- and four-lane streets and volume warrants for pedestrian intervals signals.

The traffic engineers study the existing books and gather up more and more facts about traffic to fill more and more books. Their basic job is to keep a continuous study going on the flow of traffic in their territories and to use the results of this study, plus their engineering skills, to get a more efficient use from the streets already in existence and to advise the city planners and engineers on the design of new streets.

## A beginning in Ohio

**TRAFFIC** engineers date their beginnings from 1921, when the state of Ohio decided that its highways should not only be built by qualified engineers but should also be operated or supervised by them, just like the railroads. The job was assigned to Harry Neal, precursor of all traffic engineers, who still holds it. Two years later Pittsburgh and Seattle put engineers in charge of their streets. In 1926 Harvard set up a school for postgraduate training of engineers in traffic problems. Later this shifted to Yale where, as the Bureau of Highway Traffic, it is now the country's leading study center in the field.

Each fall 20 to 35 engineers come to Yale for hours of playing with toy automobiles and traffic signals at miniature intersections (as well as, of course, lectures, reading and seminars). They are sent out into the streets armed with stop watches and movie cameras to observe their quarry in the live state and produce statistics. They study such topics as origin-and-destination, stream flow, parking, speed, volume and accidents, and write up their research into a thesis before emerging to hunt for jobs. The hunting is good: nowadays 32% of all cities of from 50,000 to 100,000 population have traffic experts on their payrolls; 100% of all cities of more than 500,000 do.

CONTINUED ON NEXT PAGE

# INSTANT-DIP

TRADEMARK



**Safely**  
cleans silver  
in seconds!

**JUST DIP** RINSE AND DRY

**GUARANTEED** harmless to even your finest Sterling.

20 times faster than ordinary abrasive polishes. No tedious rubbing and polishing. *Just dip, rinse and dry.* Tarnish disappears like magic. Your silver is reborn. For larger pieces apply with cloth, sponge or brush. Economical, too. You can pour it back into the bottle and use it repeatedly.

Save yourself hours of hard work. Get a bottle of INSTANT-DIP today.



98¢  
Giant Economy Size \$1.98

*Non-inflammable—Non-abrasive. Cleans silver, silverplate and gold.*

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**INSTANT-DIP** does on hard work in 3 minutes!

**HURRY!**

**LAST DAYS!**



**SPECIAL OFFER**  
expires midnight, June 30, 1953  
**FLOWER SEEDS**

6 packets, \$1.35 value **ONLY 15¢** plus 3 Red Heart labels

**Marigolds! 25¢**  
CATALOG PRICE  
Sunny, cheerful, single and double flowers. Fine for bouquets.

**Alyssum! 15¢**  
CATALOG PRICE  
Violet Queen. Beautiful, fragrant, sweet, long blooming.

**Petunias! 25¢**  
CATALOG PRICE  
All the best varieties in a lavish array of colors!

**Portulaca! 25¢**  
CATALOG PRICE  
Single Jewel, brilliant bloom, four times size of usual portulaca.

**Sweet Peas! 20¢**  
CATALOG PRICE  
Cuthbertson mixed. Rainbow hues, orchid-flowering type. Fragrant.

**Zinnias! 25¢**  
CATALOG PRICE  
Super giant! Special mixture; remarkable size, color variety.

Act now! This wonderful offer closes midnight, June 30, 1953. Make your home the envy of your neighborhood with a brilliant Red Heart garden of flowers—your beauty, pride and joy all summer long! You get wide variety in these hardy, easy-to-grow Vaughan Company Seeds, field and laboratory tested for purity, vitality and type.

No other dog food provides all the advantages of Red Heart—complete nourishment plus 3-flavor variety! Red Heart, alone, gives your dog every element he needs for top health. Feed Red Heart Diet A, beef flavor, one day; Diet B, fish flavor, the next; Diet C, new liver flavor, the next. Start feeding your dog Red Heart today.

**MAIL THIS COUPON TODAY!**

Red Heart, Dept. R-P. O. Box 7707, Chicago 77, Illinois  
Please send me the Red Heart "Flower Garden" of Vaughan Seeds as offered. I enclose 3 Red Heart Dog Food labels and 15¢ in coin.

Name.....  
Street.....  
City..... Zone..... State.....

THIS OFFER VALID IN U. S. ONLY







## Dear Mr. Fisherman...

• The number one best idea in the world at this time of year, is to go fishin'! A quiet pool, or a fast run... a little tingle in the air, and the smell of a camp-fire... that's the stuff dreams are made of.

• The number two best idea in the world is to be darned sure you've got the kind of rod that will add and add and add to your pleasant fishing time.

• Naturally, we think the only way you can be sure of the best is when you hold a Montague Rod in your hands. Here's why a lot of other fishermen think so, too.

• Your Montague Rod is put together by experts... the top craftsmen in the business. That's why all Montague Glass Rods—and only Montague—carry the U.S. Testing Company's "Seal of Quality" which guarantees constant quality control throughout manufacture. This means the finest possible quality rod money can buy. Yet, Montague Rods start at \$2.98. You can keep going up, of course, to as high as \$100.00, but the workmanship quality remains the same in every Montague Rod at every price level!

• So, make the most out of your fishing dream—make your next rod a Montague! Own the very finest, yet pay no more.

Illustrated: Montague #1-9 Fly Rod. \$34.95

## MONTAGUE RODS



MONTAGUE ROD & REEL CO.  
Montague City, Massachusetts

Write for free 1953 Catalog.  
Dept. A



"Seal of Quality"

**SHEAFFER'S**  
**Skrip**  
Makes all pens write better!

W. A. SHEAFFER PEN COMPANY 1045 MADISON AVE. N.W. ATLANTA, GA. 30303



"PARKING AROUND THE BLOCK" is car owner's stratagem to outwit no-parking laws. Driver lets companion out, inches along to allow time for errand to be performed. Having thus jammed up cars behind, he triumphantly picks up his companion after circuit, only to be trapped in sluggish circle.

## TRAFFIC CONTINUED

In Richmond, Young (John T.) Hanna, 29-year-old graduate of the Virginia Polytechnic Institute and the Yale traffic bureau, is traffic engineer and sets the rules of the road while his father, Old (Major John G.) Hanna, enforces them as head of the police traffic section. Richmonders' right to make any given left turn is often worked out in spilled sugar at the Hanna dinner table. Both Hannas stand a little aside from the city's main traffic problem—a blood-boiling battle over a proposed expressway to end the clash of north-south and east-west traffic, now channeled together in the heart of the city by the James River bridges. But there is lots of other work and Young Hanna, a serious type who likes his girl friend to take along her shorthand notebook on a Sunday date just in case any traffic ideas should occur to him as they spin around the city, is hard at it. He has rejiggered the lights at West Broad and North Boulevard, painted in heavy turning lines and thus cut accidents 66%.

At the opposite end of the country, in Sacramento, Calif., Daniel Jackson Faustman presides over traffic in one of the most automobile-owning towns in America. There is a car for every 1.68 persons, which—when the very young, the very sick and the very old are counted out—means that pretty nearly every adult human in town is equipped with his own four wheels and exhaust pipe. For the few who leave their home, Faustman has introduced a dead "scurry-and-acramble" period in the traffic lights when pedestrians can run in all directions just so they are back on the sidewalks when the lights flash on again and the cars roll.

The sporting element of Sacramento has been carefully watching Faustman's battle with his own mother-in-law, who wants an old oak tree in Portola Way cut down as a traffic menace. So far Faustman has managed to protect that tree, but you can get bets either way on his strength for the long haul.

## Howie's Hurdles

ONE of the best of the country's traffic engineers is George Howie, a serious-minded redhead who graduated from Oregon State as an electrical engineer and edited such trade magazines as *The Marine Guide* and *Trade Lanes* before taking a traffic job with the city of Portland. He stayed there for nine years, then came out top man in a nationwide civil service examination and was made traffic engineer for Cincinnati. Howie's innovations, including a rush-hour one-way program for the L. & N. bridge across the Ohio River between Cincinnati and Newport, have increased the traffic flow 25% without adding to the street space. A few policemen, remembering the days when they controlled the streets, take a dim view of all this, call the cement islands "Howie's Hurdles" and are suspected of spending their time looking for his car whenever a drive against illegal parking is on. Howie hardly notices: he figures that, given time, he can increase the traffic flow another 20% to 50%.

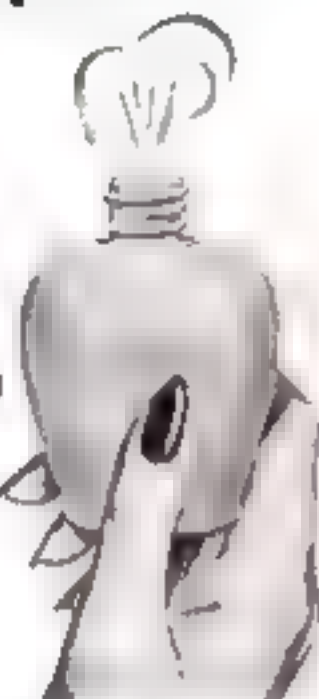
Until last month when he resigned to open his own consulting

# Play Safe!

use the deodorant with  
**"Action Proof"**  
Protection

Your most effective  
deodorant for checking  
perspiration—  
stopping odor!

Because only  
Odo-Ro-No has this new  
"Action-Proof" formula!  
Vastly superior to anything  
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Use Odo-Ro-No daily  
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how active you are!



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**ODO·RO·NO**

POSITIVELY

Most  
Effective!

Prove it to yourself. Send  
name, address, plus 10¢  
for generous introductory  
size of Odo-Ro-No to  
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**HEADACHE**  
FEEL BETTER FAST!  
BAYER  
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is your  
life worth  
**\$3995**  
Have your car equipped today  
with the original  
**GYRO**  
**SKID-CONTROL**  
for money-back guaranteed trial!  
Sold by service stations, repair shops, car  
dealers everywhere. Beware of imitations.  
GYRO SKID-CONTROL CO., INC., BEVERLY HILLS, CALIF.  
Dealers: write or wire for name of nearest jobber.

Style-Setting  
**KENT**  
Guaranteed SOCKS  
look better longer  
See the smart new Kent styles  
at leading men's and depart-  
ment stores. Three pairs  
must last you 3 months or  
we will replace them  
free of charge.  
55¢ up  
KENT SOCKS.

CONTINUED ON PAGE 142



## The public is taller than we think

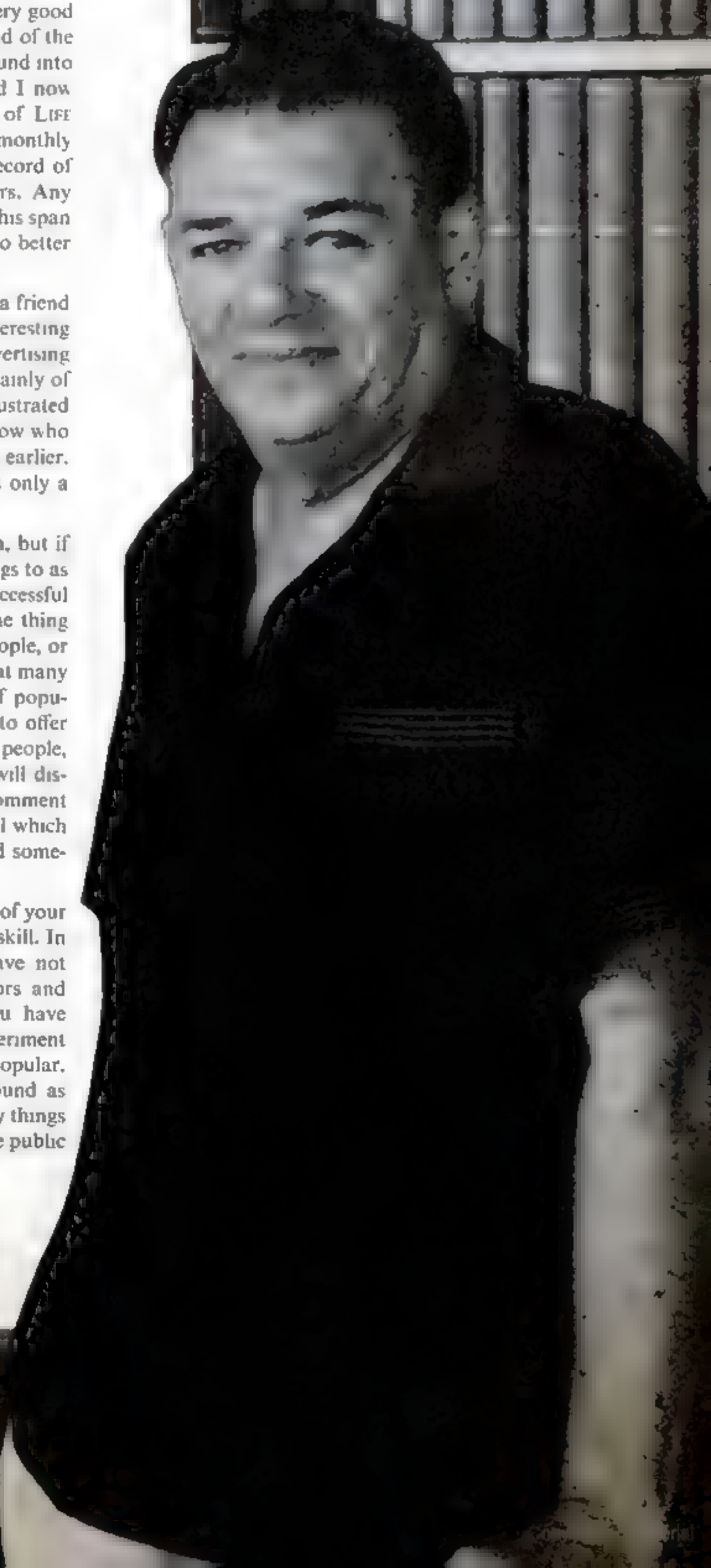
When the first issue of *LIFE* was launched I was living in California, writing movies—not very good ones. I know it was six weeks before the end of the year 1936 because I had those six copies bound into one volume. I continued this practice, and I now have a complete collection of every copy of *LIFE* published since its inception, bound in monthly volumes. This constitutes a fine pictorial record of American life for the period that it covers. Any author who wishes to capture the flavor of this span of years—or any part of them—could do no better than to look through these volumes.

During the first weeks of *LIFE*'s existence a friend of mine suggested that while it was an interesting magazine, it would never do well in the advertising department because a magazine made up mainly of pictures would compete with its own illustrated advertisements. This may have been the fellow who turned down the Vitaphone several years earlier. His son is now telling us that Cinerama is only a flash in the pan.

No magazine can be all things to all men, but if it is to be successful it must be as many things to as many men as possible. It must be like a successful play in this respect. It must have either one thing that attracts the interest of a great many people, or many things that attract the interest of a great many different kinds of people. This last kind of popularity carries a penalty with it. If you seek to offer items that interest many different kinds of people, you must have also items of which many will disapprove. In many issues I find editorial comment with which I disagree, and pictorial material which I skip over quickly, but in every issue I find something that attracts my interest.

I have a feeling that this is true with most of your readers, and it is a tribute to your editorial skill. In aiming to please a mass audience you have not made the mistake common to many editors and producers of theatrical entertainment—you have not aimed too low. You have dared to experiment with subject matter that was not obviously popular. You have tested public intelligence and found as others have that there are not nearly so many things over the public's head as people imagine. The public is taller than we think.

By **OSCAR HAMMERSTEIN II**, playwright and lyricist







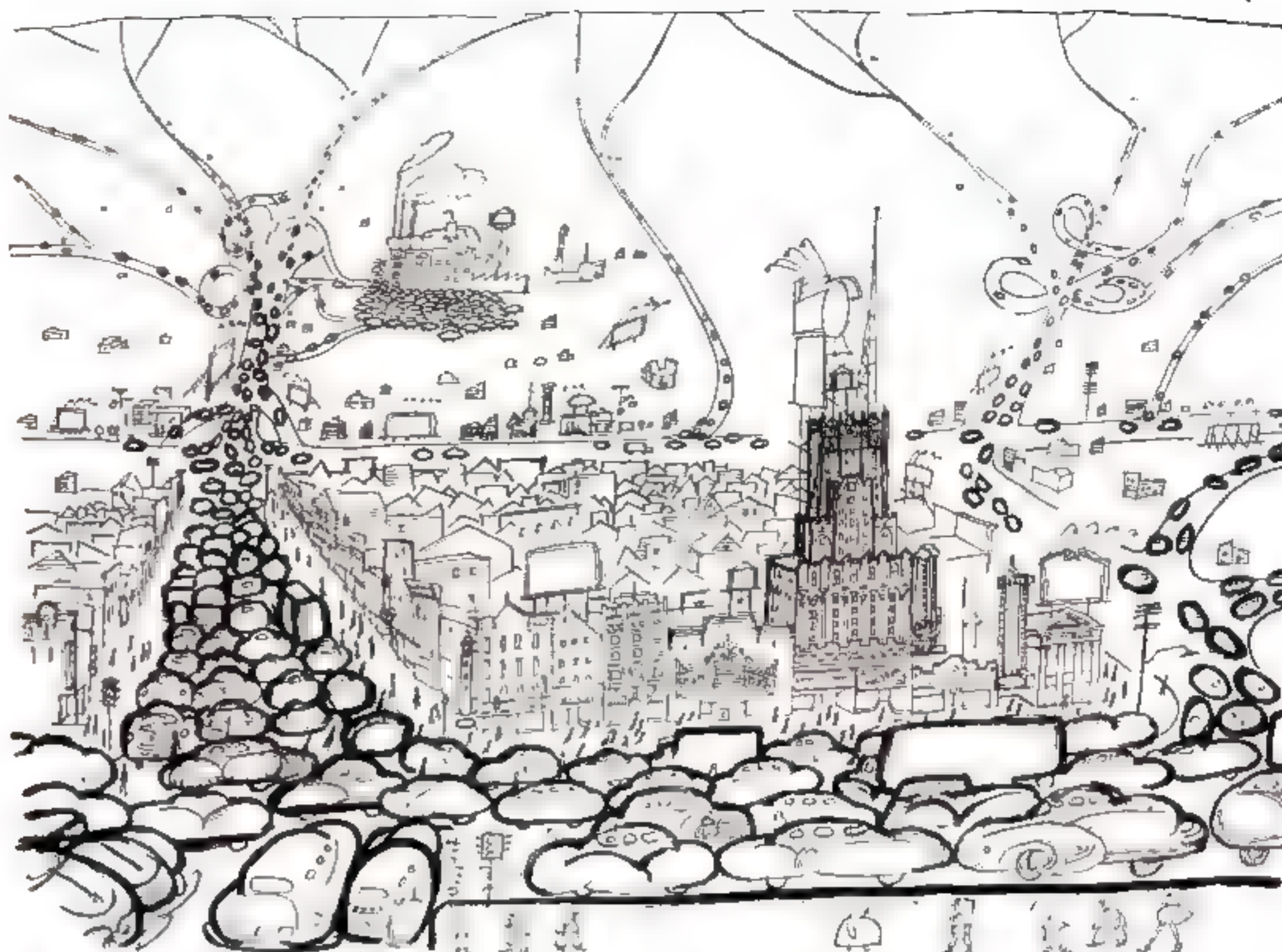
## Say it with Flowers-By-Wire

Now is the time for rejoicing! And the living beauty of flowers underlines your good wishes at this time of year. Your F.T.D. Florist speeds Easter greetings anywhere in the world telegraph-fast.



Look for SPEEDY and the famous MERCURY EMBLEM. They identify 18,000 members of F.T.D. and INTERFLORA all around the world.

**FLORISTS' TELEGRAPH DELIVERY ASSN.**  
HEADQUARTERS: DETROIT, MICHIGAN



**FLIGHT FROM OPEN SPACE** produces incongruous pattern of traffic. Arteries pump cars and people through

territory where there is plenty of room, dump them into the cities where movement is already next to impossible.

### TRAFFIC CONTINUED

office, Thomas E. Willier, the traffic engineer in Houston, Texas, sometimes found it hard to ignore adverse criticism. Once he warned a merchant to take down signs staking out a section of curbstone for customers of the store. When Willier came back, the signs were down. So was one of the tires on his car. Again, just after he rushed out of a hospital, a brand-new father, police picked him up for driving the wrong way on one of his own one-way streets. One of Willier's most difficult jobs in Houston was to stop "round-the-block parking"—the process of driving slowly around, thus blocking other cars in the street, while a companion carries out a mission in a bank or store.

In Detroit, the automobile's own city, Alger F. Malo, who started off designing expressways for the State of Michigan and moved on to control the city's traffic, keeps everyone moving along at a 15 to 22 mph clip, one of the fastest urban speeds in the nation. Malo has the advantage of wide streets. He has increased their capacity by banning left turns for stretches of as long as 14 miles and by instituting reversible one-way lanes which widen the street on the side of the heaviest traffic.

Detroit keeps a pretty critical eye on Malo's doings. Chairmen of luncheon and civic clubs chortle malevolently and toss him to their members ("Now here's the fellow who put up all those no-left-turn signs") as the main course for the day. He is president of the fathers' club at his daughter's school and reports that his fellow fathers have a regrettable tendency to rush through business at meetings in order to spend the rest of the time telling him just what it was he did wrong last week.

There are experts who will argue that the traffic engineers like Malo, Willier, Howie, Faustman, Hanna and Myers should be considered not as surgeons with a chance of saving their patients by operating but as nurses who can do little more than apply sedatives to ease the agony of the

victims' last moments. These experts think that the day of the big city is coming to an end and they describe the expiration process as an explosion. It may be too much to say that our cities are blowing up, but there is plenty of evidence to prove that they are at least blowing out.

Twelve of New York's largest department stores have popped almost 40 branches into the suburbs, some of them large enough to rival the parent store. Business offices, particularly the headquarters of oil, publishing and insurance companies, are following the stores into the country. Starting with Northgate, near Seattle, and the Shopper's World, at Framingham near Boston, big shopping centers which are city "downtowns" in themselves, are blossoming right out of the potato and corn fields all over the country, grouping theaters, specialty and service shops, doctors', dentists' and lawyers' offices around large department stores. Some, like Lincoln Village in Chicago, are inside the city limits and pay their share of the city taxes. Most not only compete with the parent city but are beyond the city tax collector's reach.

### Traffic up, valuations down

**T**HE cities suffer financially in other ways too. As traffic jams up and it becomes difficult to reach the stores, tax valuations in the centers of the towns fall; in some cases they have gone down as much as a third over a 15-year period. Day-to-day losses caused by traffic delays and lack of parking space are being computed in millions of dollars. In Los Angeles less than 35% of the retail trade is now carried on in downtown stores while more than 50% of it takes place in such outlying areas as Crenshaw and Wiltshire. Salinas, Calif. lost half of its business when the new Valley Center shopping area was built on nearby farmland. In New York last year the merchants pointed to suburban competition as the reason why they failed to keep up with the national surge forward at Christmastime.

CONTINUED ON PAGE 145



# The Greatest Sole on Earth

from the

## World's largest Soling Producers!

Guaranteed to stand the roughest wear  
kids and grownups can give 'em!

Get more for your shoe dollar. Insist on Biltrite NURON Guaranteed Soles when buying new shoes, or when you have worn shoes repaired. Even on children's shoes Nuron Soles are guaranteed to wear at least three months—or you get a new pair of soles free!



WRITTEN PROOF  
OF AMERICA'S GREATEST  
SOLE VALUE

World Famous  
Clown LOU JACOBS says  
"I'M COMING TO TOWN.  
See my BILTRITE ACT in the  
Greatest Show on Earth"  
Ringling Bros. Barnum  
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BILTRITE  
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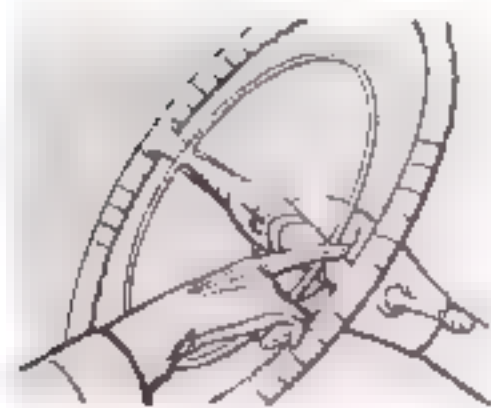
THE BIG

# 4-Power Package

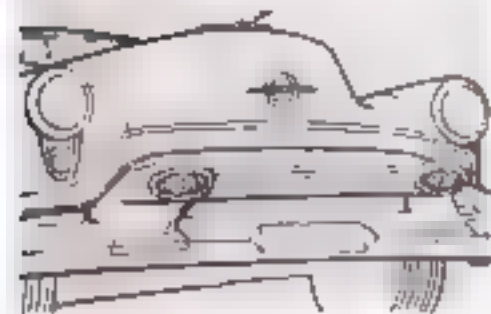
OF 1953 !



Car illustrated above: Oldsmobile Super "88" 4-Door Sedan. A General Motors Value.



## 1 Power Steering



## 2 Power Styling



## 3 Power Brakes

## 4 "Rocket" Engine

Take command of the power sensation of the year—Oldsmobile's brilliant new Super "88"! Take a look at the bold new front end, the sweeping fender lines, the long, level rear-deck . . . *that's Power Styling!* Now take the wheel and feel the smooth, swift response of the higher-compression, higher-power, higher-voltage engine . . . *that's the new "Rocket"!* Take a curve or a corner—park and maneuver with incredible ease . . . *that's GM Power Steering\**! And it takes just a touch of your toe to bring you to a smoother, quicker, safer stop . . . *with Pedal-Ease Power Brakes\**! Plus Frigidaire Car Conditioning\*, Autronic-Eye\*! Drive the power-great Super "88" soon, at your Oldsmobile Dealer's.

\*Optional at extra cost.

# OLDSMOBILE



Experts for the U.S. Chamber of Commerce, the Urban Land Institute and the American Planning and Civic Association argue that the new shopping centers are not so much the result of congestion in the cities as of growth by the cities, the natural result of an increased standard of living. The fact remains that cheap and easy parking is the great advantage of all the new shopping centers. For example, it would have cost Northgate \$50 million or more to secure in downtown Seattle the same amount of parking space it got in the country outside of Seattle for \$65,000.

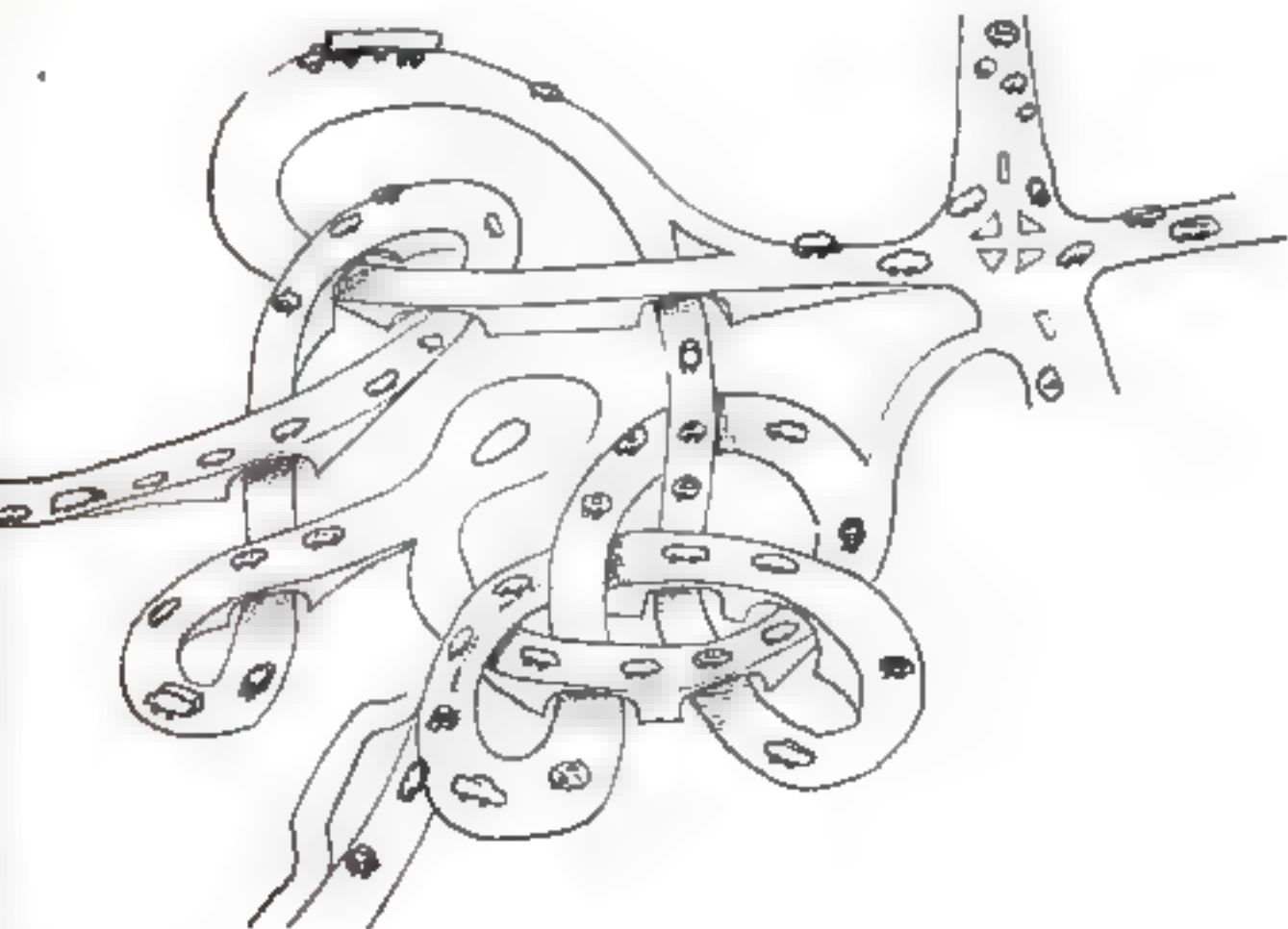
Colonel Sidney Bingham, chairman of New York's Board of Transportation, thinks that the cities can meet this challenge. Several years ago he proposed building a ring of huge parking lots outside the city, banning all private automobiles from the interior streets and providing a superduper bus service. Except that the buses are boats, this works very well in Venice. Cleveland has tried a modified version of such a plan, providing peripheral parking space and bus service but allowing private cars to take their chances on finding space inside the city.

Most cities dash off in other directions. At fabulous cost Los Angeles and San Francisco have dug underground for more parking space. Nashville, Tenn. has produced a complicated "over the hill" parking plan: a prospective customer at any one of 19 participating stores can stop at the War Memorial where a uniformed chauffeur will step into her car, drive her to the store of her choice, then stack the car in an old baseball stadium until the owner phones that she has finished shopping and wants it back.

Washington, D.C. has set up a motor vehicle parking agency supported by public funds but run by businessmen, which helps private parking lot operators to expand their facilities. In Allentown, Pa. the merchants have invested more than a million dollars in a "Park & Shop" program that includes two ramp garages and 13 parking fields. In addition they have persuaded the city government to establish a series of perimeter "park and work" lots, just outside the business district, for the store owners, their employees and others who stay downtown all day long, thus clearing the central "Park & Shop" lots for the store customers.

The traffic engineer does his bit for the embattled downtown merchants with channelization islands, painted lanes and one-way streets. But he finds frustration lurking everywhere. If he manages to build an expressway to take automobiles swiftly and safely from where they are to where they want to be, where can they park? He has to find or create open spaces for parking, or maybe he burrows under buildings for it. If he can bring the two elements, expressways and parking areas, into a nice balance, traffic just zips along.

But the balance seldom holds. The expressways bring in more and more cars faster and faster and parking space becomes inadequate. Then traffic jams up. The engineer finds that people will not use his beautiful expressways because they cannot park at the end of them. They stay out of town to do their shopping, and parking space becomes adequate but only because the city is withering away. Thus the problem renews itself despite the most scientific approach the engineers can bring to it. Nevertheless they persist as though they really believe that, given time and money enough, any traffic problem can be solved. It is only over the fourth Martini that one of them may look up and say, "You know what? I think we're licked."



**HOPELESSNESS OF IT ALL** is never conceded by engineers who design more and more complicated under-, over-, by-, and around-passes for traffic.



A typical engine piston...

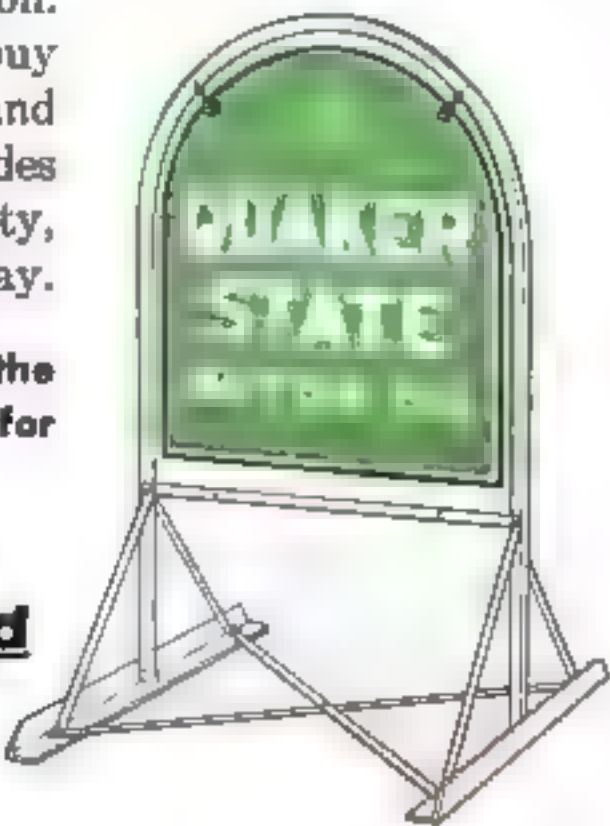
# MOVES 2,774 TIMES IN EVERY MILE!

**P**ROGRESS in automobile engines is forever towards higher power, faster moving parts, and compactness! And these very factors put a tremendous burden on the motor oil that must keep these high-speed parts running smoothly.

One oil has kept pace with this progress, through almost 50 years of specialization. That oil is Quaker State, and you can buy none finer. Carefully refined for purity, and engine-tested for performance, it provides those extra qualities of long life, stability, and heat-resistance your car needs today.

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for all types of service. Ask your dealer.

**Modern Engines Demand  
Quality Lubrication**



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.  
Member Pennsylvania Grade Crude Oil Association





**WINDOW WATCHERS** (top) in spect governor's crowd packed office.



**FASTER PAYMENT** of state taxes for care given to pensioners and a study of rate schedule are asked by Mabel Bond, nursing home operator.



**LOWER TRUCK FEES** are asked by Chester Aves, a farmer, who reminds Stratton of a campaign promise to revise the licensing system.

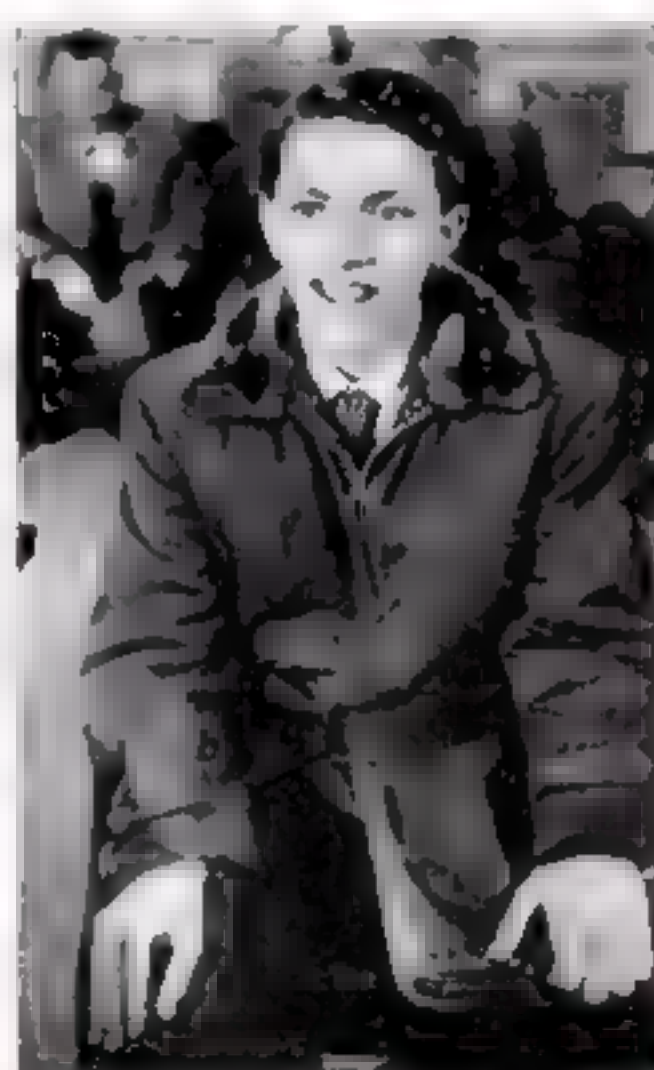


**MORNING LINEUP** of citizens seeking to talk with Governor Stratton (seated at desk just to right of flag) jams

the doorway to his office. Visitors, once without appointments, often wait from six to seven hours to see Stratton.



**HER OLD JOB**, or work as elevator operator, is sought by Mrs. Gaudie Leuse, who was discharged as a matron in the state archives building.



**CHANCE TO DRIVE** is the plea of Jerry White, 15, who opposes a proposal to raise the minimum age for driver's license from 15 to 18.



**STATE JOB** is requested by Mrs. Edna G. Harris, a widow, who explains that having passed U.S. civil service examination, she is qualified.





**A TROUBLED CITIZEN** Mrs. Stella Davis, discussing a legal matter involving an estate, confides to Stratton

only that she is "in very bad with the politicians of Illinois." Other citizens move up one place each in line.



**BRIEF BREATHER** is taken when aides close doors for lunch recess.

## Life Goes to a Governor's Open House

### ILLINOIS CITIZENS TALK ABOUT THEIR TROUBLES

Once each week the sedate second floor reception room of the State House at Springfield, Ill. takes on the bustling aspects and activity of a public meeting hall. It is a day that starts early, ends late and gives Illinois' new governor, William S. Stratton, a chance to talk to, and be talked at, by dozens of his constituents about anything on their minds.

One day recently a LIFE photographer stood by as 110 people—patronage-hunters, truckers, farmers, well-wishers, favor-seekers and plain time-wasters—

worked their way to Stratton's desk for one of the longest ear-bending sessions any governor ever has willingly been subjected to. But Stratton, who launched the "public days" because he wanted "to know what's going on," is pleased with the way it has been going. Thursday open house now is a fixture of his administration. "It's worth the time," he feels. "Look at all the things we take care of this way. And in the summer," he adds hopefully, "there'll probably be large groups of children—and not as many job-seekers."



**HIGHWAY HELP** is requested by M. C. Buckley, trucker, who protests license rates and urges fees and taxes be used for road maintenance only.



**AN INVITATION** to attend Kankakee's centennial celebration at which all men must wear beards or be fined is delivered by Glen E. Brougham.



**MOVE FOR SON**, now in a state hospital, was asked by Mrs. Lee Lambert who wants him "closer home." Stratton and her son were classmates.



**JOB FOR SON** at hospital for the deaf is asked by H. W. Morton. Deaf son, a barber, would be less lonely in company of other deaf people, he said.



**A PARDON** for the gunman who wounded her husband is aim of Mrs. Zoe Gilchrist, who holds jar containing the bullet which hit her husband.





## PRAYER AT AN ANXIOUS MOMENT

In Indiana, basketball sometimes ceases to be a sport and becomes a dedication. This month Muncie Central High School, state champions for two years in a row, met their most formidable rivals, the Richmond High Red Devils in a regional play-off. The game was close—Richmond

finally won by two points—and in the closing minutes, as tension built to the breaking point, Audrey Hines, a Muncie cheerleader, could stand by helpless no longer. With a fervor only an Indiana basketball fan can understand, she took out her rosary and prayed for her team.



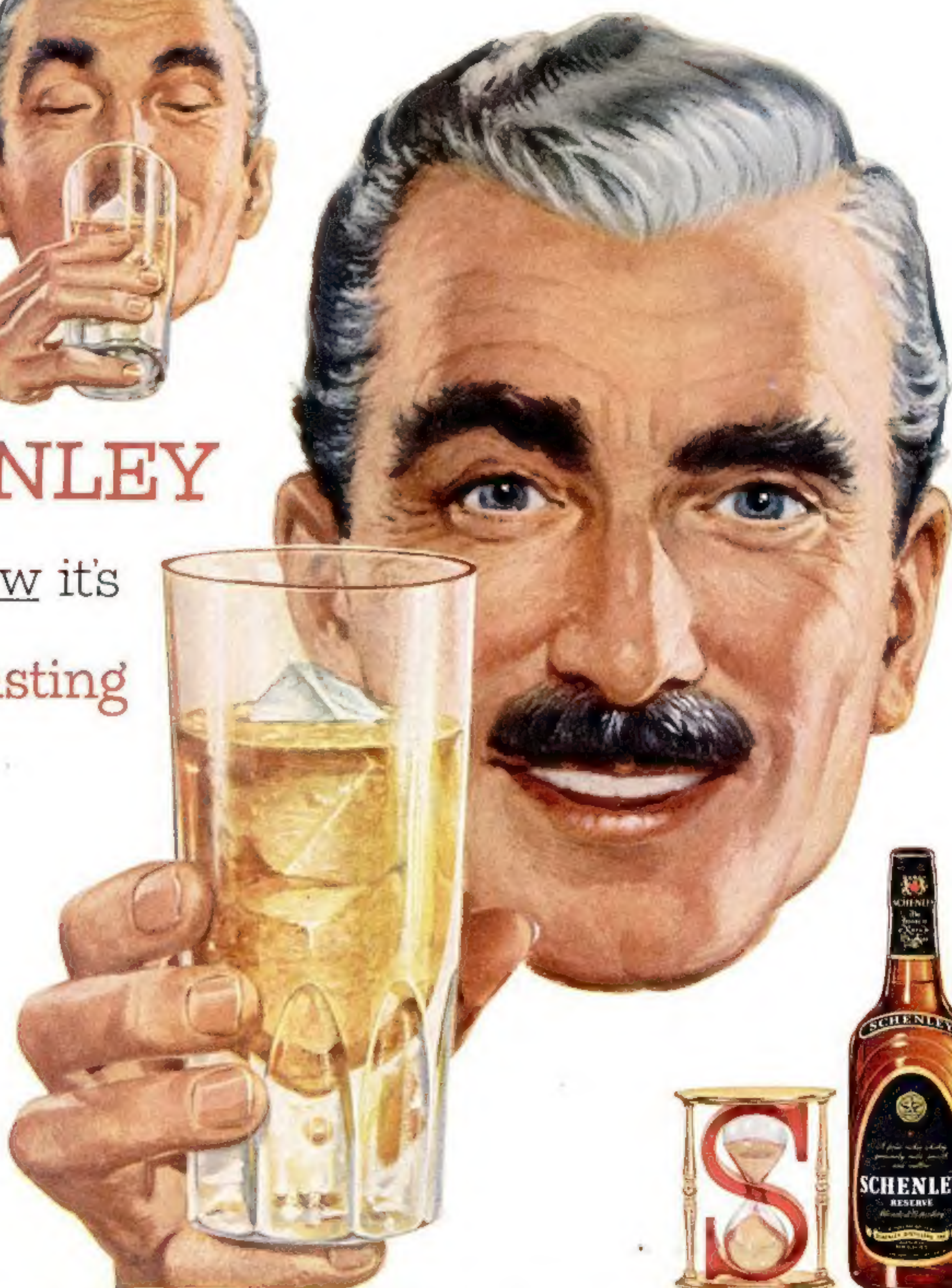


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